



Family
Outreach
Services

CASE STUDY: Family Outreach Services

MISSION

100+ yr old organization offering financial aid and program services to those in need

TEAM PROFILE

Executive Director + Senior Team of 6. They manage hundreds of volunteers.

LOCATION

Atlanta, Georgia

LENGTH OF ENGAGEMENT

Oct 2010-May 2011

TEAM ISSUES BEFORE COACHING

- During recession, demand for services increased dramatically
- Recently changed management structure caused some confusion about roles and responsibilities
- Layoffs had lowered morale

TEAM GOALS

- Free up CEO to focus more on strategic alliances and fundraising
- Address conflict by showing respect and improved listening
- Improve alignment and role clarity to do more with less

OVERALL IMPROVEMENTS

PRODUCTIVITY

Constructive Interaction	↑ 25%
Trust	↑ 25%
Communication	↑ 11%
Respect	↑ 10%
Camaraderie	↑ 2%
Values Diversity	↑ 2%
Optimism	↑ -7%

POSITIVITY

Goals and Strategies	↑ 14%
Accountability	↑ 8%
Alignment	↑ 7%
Decision Making	↑ 6%
Proactive	↑ 2%
Resources	↑ -4%
Team Leadership	↑ -6%

▶ OVER FOR
MORE RESULTS



METHODOLOGY

The team scored itself at the beginning and end using the online Team Diagnostic assessment created by Team Coaching International. Team was coached as a group every few weeks following a customized change agenda.

A variety of exercises addressed conflict resolution and role clarity. Team uncovered ‘team toxins’ – defensiveness, stonewalling, blaming – and agreed upon ways to address them. DISC profiles revealed a wide range of decision making and communication styles.

IN THEIR WORDS

“We can’t control the environment around us. But we can control our team dynamics. And that was the big learning of the coaching.”

“Realignment and role clarity resulted in better day-to-day operations.”

“It was an accomplishment that our productivity and positivity didn’t decline given the pressures we’re under.”

“I’ve learned how to say ‘no’ and ask for deadlines from my team members.”

MORE RESULTS

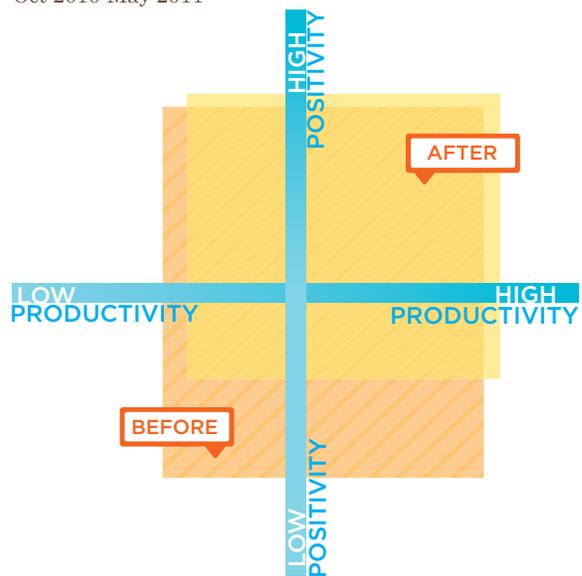
Team made significant progress in addressing conflict constructively, and trust went up 25%. The statement ‘Playfulness and humor are present on this team’ remained their highest-scoring trait.

The team saw modest improvements in their alignment, particularly related to goals and strategies. The CEO was able to focus more on development and fundraising.

With ever-declining resources, expectations of the leader increased and optimism dipped. The team wished they had taken the DISC assessment sooner, so they had more coaching about how to adapt to their different styles.

MACRO VIEW: Before & After Results

Oct 2010-May 2011



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