



THE CLIENT: Media Giant

Nation's largest on-line TV shopping network with newly appointed President.

THE SITUATION: Team Breakdown

The Client was locked in interdepartmental struggles and severe lack of cross-departmental teamwork. Majority of top department leaders characterized by dominant, self-focused personalities. This pervasive silo-mentality caused much on-air dysfunction and distrust between the on-air personalities and the support teams.

The newly appointed President engaged Dynatos Global to advise and facilitate a breakthrough event to gently yet powerfully bring to the forefront the cultural breakdown issues, its debilitating effect on morale and its direct negative impact on sales and profit.

THE SOLUTION: Customized Off-Site Retreat

Dynatos Global customized a breakthrough process which included executive fact-finding interviews, a full-day customized off-site team experience with interactive activities, strengths bombardments and team coaching teachings, with post-retreat debriefs and impact planning.

THE RESULTS: Breakthrough in Teamwork

The comprehensive breakthrough approach launched significant senior management team re-alignment, rebuilt greater trust between key on-air and support staff, encouraged decision making at lower organizational levels, inspired new ways to improve the business, generated significant leaps in cross-departmental internal listening and improved working relationships throughout upper management.