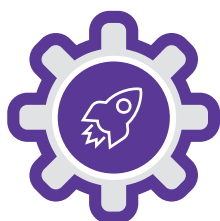


New research gives team leaders a fresh approach



Teams are the key unit of value for today's organisations. Only teams can move fast to meet changing customer needs and bring together the broad capabilities of the organisation. But research shows that 59% of teams under perform and team leaders can find it hard to figure out why.

The good news is that new research from The London School of Economics, using Squadify data, points to three drivers of team performance. These provide team leaders with a simple, yet powerful, approach to accelerate their team's performance.



High performance needs the Conditions for Success

Team performance is strongly correlated with the presence of three key conditions:

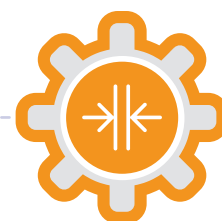
- Clarity of direction and roles
- Climate which supports your team
- Competence to succeed



A star team beats a team of stars

Traditional focus on Competence misses the biggest opportunity – Climate and Clarity are the strongest drivers of team performance: these are the conditions that turn a group of individuals into a squad.

Great individual contributors won't cut it!



Squads that don't align don't perform

Teams that don't agree on what they are doing or how to do it perform less well than teams with a shared view of the team.

The key to performance is to get the data and talk about it to build a consistent view.



Squadify case study

An executive team in a global healthcare company halved the variation in their views and ramped up performance in a year, turning around stagnant sales to deliver double digit growth two years in a row.