



Case Studies

Name:

Buddy Hobart

Title:

University Uses *Team Dimensions Profile* to Break the Ice

The Client:

The new president at a Southern university wanted to initiate strategic planning sessions but faced negativity and skepticism from the employee population.

The Business Need:

The client wanted to establish a common language among the various groups before moving ahead with strategic planning.

The Solutions:

I administered *Team Dimensions Profile* first to help create a common language. I was able to refer back to the profile as I facilitated and managed their interactions in the strategic planning sessions.

The Delivery:

We held a dinner the night before the strategic planning sessions as a kick-off, including an activity that involved up-and-down cycles in a yo-yo company. I used the activity to get people involved and to help them create the beginnings of a common language. Everyone from security and maintenance to the academic disciplines and faculty spokespersons were involved. The goal over the two days of training was to reach consensus on the university's challenges for the next three to five years, and then to determine the measurable tactics and singular agenda. After those sessions, I conducted half-day follow-ups with the chairpersons for each initiative to continue refining the process. We finished with a final session that brought all the interested parties back together.

The Results:

Using *Team Dimensions Profile* as an "icebreaker" was very effective in helping the university's employee population get ready for strategic planning sessions.

The strategic plan has been embraced by the entire campus community and is a driving force for the university's management. In fact, because of the well-thought-out plan, the university has received several large grants and donations to fund the initiatives.