

performance story



What a great team D&B have leading the way in Benelux! A new team and a team on the up. Thanks to our work within D&B in the UK, K2 were invited in to help get this team started off on a strong team foundation. Such a difference to help a team form rather than helping a team that has been up and running for some time. The team had to be on the money immediately in order to take on the challenge of some stiff targets!

Every day became an opportunity to set a new standard and create a new way of doing things. With each daily touch point the team found it's rhythm and started to benefit more and more from their elite team behaviours.

The team were learning to shift their collective style to meet the demands of their challenge. Not easy for all of them individually, because the approach was not their preferred way of working. But collectively, they delivered for the business in a crucial quarter.

They learned quickly, created and exploited accountability and behaved their way into becoming an elite team. More importantly, the team created a way of working that set their expectations for the future.

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With the help of an elite team focus, the team quickly started to develop the winning psychology that would be essential for them as a unit: winning ugly, setting new standards, challenge the status quo, never say die and make every day an event.

All efforts were focused on getting a team win in the short term. Without immediate impact, longer-term team success wouldn't happen.

The team totally bought into taking on the challenge.

Despite this success, the team still had struggles ahead and they found out a lot about the psychology of winning after winning.

The true testament to this team is that they learned to deal with some tough times. They maintained the attitudes and behaviours of an elite team when they were all really under pressure.

The collective personality they've created as a leadership team has set them up to take on any challenges that are ahead.