

Experts in managing web data, Avanite's leadership team unite around a common purpose and double their pipeline with the help of Amplified Group



making you a Hero

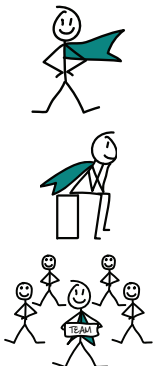
"Uniting our Leadership Team was our first goal, we then aligned on our common purpose and gained absolute clarity on our business priorities. Utilising the Five Behaviors™ of a Cohesive Team methodology has been instrumental in us doubling our pipeline in a very short time"

Peter Jones – CEO at Avanite Ltd

Overview

With the exponential growth in web data, and cookie management, Avanite, the experts in managing web data are well placed for accelerated growth. This already rapidly growing software company based in the North West of the UK, recognised they needed to optimise their team to take advantage of the growing market opportunity.

Summary



- Increased team productivity by 83%
- Doubled Sales pipeline
- Met board expectations
- Optimised the leadership team to take advantage of the growing market opportunity



"I engaged the Amplified Group to improve unity and alignment in the leadership team. To cascade this throughout the organisation and improve results and the expected return for the investors"

Keith Turnbull - Chairman at Avanite Ltd

Challenge

With different dynamics and priorities in the Senior Leadership Team, it was clear the team could do more to optimise the way they worked together. This combined with the pace of the tech industry meant time was of the essence for Avanite's leadership team.

They needed to make informed decisions more quickly, ensure the entire organisation was behind the decision and then, all moving in the same direction.

The Solution

After uncovering the challenges through interviews and team assessment, a customised programme was built for Avanite. This started by helping the leadership team understand their different working styles and how they could work more effectively together, dramatically increasing their productivity.

This was followed by implementing the Five Behaviors™ methodology, providing the team with a pragmatic approach and common language to shape how they worked together. By creating a process that built trust, encouraged positive conflict around ideas and commitment to decisions, the team were able to hold each other accountable and focus on achieving collective results.

Results

The results have not only been evident in the demonstration of greater collaboration in the leadership team but is now resonating throughout the organisation. The business impact is also very clear in the resulting increased productivity and the fact that the pipeline had doubled very quickly as a result.

Industry: Technology - **Location:** United Kingdom

The Amplified Group

The work that we did through the Five Behaviors™ methodology had an immediate impact on the team dynamics. Ways of working changed and the gaps we had identified were closed, with collaboration improving across the team. Open, honest and sometimes difficult conversations were shared, aired and resolved.

Transforming Talented Individuals into EXTRAORDINARY TEAMS



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