

EFFECTIVE TEAM BRIEFINGS – A CASE STUDY

A credit financing organisation in the Midlands asked us to review their team briefing process. They were experiencing the following issues:

- Communication not being “passed down” the organisation
- Many staff not reading their internal e-mails
- Some Team Leaders not conducting team briefings
- Briefings and team meetings were regarded as a “waste of time” or just used as a management propaganda tool!

After several meetings with senior managers, team leaders and team members we helped the organisation identify and categorise team communications and briefs, we also discovered the skills of conducting the meeting were lacking across the team leader group.

The solutions:

- Categorisation of team meetings into the following: Organisation Update Briefings, Problem-solving meetings, Team Development meetings.
- Training/development for Team Leaders in meeting and facilitation skills
- Clearer briefing structures from senior managers
- Frequency of the briefings/meetings more flexible

Key outcomes of the process review:

- The organisation created a “common language” for its formal communication channels. Senior managers would recommend a certain category of meeting based on the needs of the communication
- Team leaders developed the skills and confidence to manage groups and encourage team member participation
- Team meetings and briefings are now regarded as “very useful” and even enjoyable!
- A significant reduction in “miss communication” across the organisation

Contact us now. martin@martingilhooly.com or call 07712 656447

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