

Great Results Teambuilding

A Typical Client's Journey

- **identity** Wilma Wilson (female, 38) Office Manager
- **challenges** Wants better team communication and morale
- **constraints** Half a day (4 hrs.) available at annual retreat
Has to “deal with” diverse personalities and departmental issues
Working with a budget and needs to show ROI
- **intent** To bring the staff together and have fun, but also to ensure that the day has an impact and ROI beyond that – the main take-away she desires is to connecting people more deeply to the organization’s goals and to create trust and rapport with each other

Awareness of need:

Wilma is struggling with keeping her group focused and engaged. She has noticed that communication gaps have resulted in lost business or poor results recently, and is concerned that some of her people are not collaborating or working together well and thinks they need to build better relationships.

Wilma knows that the team has talent and enough resources to be successful, and that their strategy and skills are less of an issue than their current culture

Comparing options (collecting information and web reputation):

Wilma has never worked with a team building facilitator or speaker before. She feels that her group needs something to get them to work together better, but she isn’t sure where to start. She doesn’t know how to find someone good, and has heard from other people about team building experiences that seemed like a waste of time.



Wilma goes online and tries to do a little research. Many of the companies she finds offer fun bonding events like bicycle builds or other silly excursions, but that doesn't seem like what her group really needs, and she wonders if it would have any real lasting impact.

Then she finds Sean Glaze at [Great Results Teambuilding](#).

The site is clean and professional, it describes the exact issues that she is dealing with and she thinks that maybe this is different and relevant, so she fills out the contact form and requests that Sean Glaze give her a call.

Sean asks about her situation to learn more about her team, and is very at ease and interested in understanding the dynamics of her group and what she is seeking to accomplish. Sean is obviously both professional and experienced, and shares ideas that sound like fun with a real purpose and real take-aways. Sean promises to send over a proposal the next day, and will follow up to answer any questions she has after reviewing it.

Making the decision and purchase:

Wilma gets the proposal, and it seems to offer a collection of activities that will engage her team and allow them to talk and experience insights that will actually improve their daily interactions and culture.

She shares both the activity proposal and the attached event agreement (Sean's all-inclusive quote) with her supervisor, and explains that this sounds like something that would truly impact their team. She also mentions that Sean has collected a long list of happy client comments and testimonials that rave about groups just like theirs having a great time and seeing a definite difference in their people long after the event.

The price seems a bit high for a few hours of facilitated speaking and activities, but Wilma has called a couple of Sean's references and is confident that the value of the event will far exceed the investment.

She gets the approval the next day from her supervisor, who agrees that the cost will be more than justified if it delivers a boost in morale and productivity. He hands her the paper and says, "you get what you pay for!"



Using or experiencing the actual event:

Sean continues to communicate with Wilma leading up to their event date, and even calls her the night before to let her know he is in town at his hotel so she doesn't worry. He arrives on site early to set up and make sure everything is in place. Sean brings all of the materials and handout packets with him, and Wilma doesn't have to bother with anything.

As people arrive, Sean is warm and engaging and introduces himself to many of the participants. When the event begins, he is full of energy and makes everyone there feel comfortable while also inspiring curious smiles.

The day is filled with experiential activities and conversations and laughter and surprises and Sean keeps things moving at a good pace.

The group has fun during each of the activities, and then finds themselves impressed with how Sean helps them to connect it with their daily behaviors and consider how they could improve.

Wilma is amazed to hear the group bring up and discuss a couple of tough issues during one of the debriefing conversations, but it is a productive and meaningful exchange and people feel heard and are able to see possibilities and appreciate strengths in their teammates that they were not mindful of before. Sean keeps them focused, and maintains a sense of fun, and the group leaves on a high that lasts for a few days after the event. More importantly, the understanding and awareness that the experiential activities helps each person to internalize were not forgotten, and weeks later the team was still performing and communicating at a much higher level.

At the end of the event, Sean remains focused on helping the team improve performance, and asks if it would be helpful for him to put together a proposal to dive deeper in an afternoon training session focused on their specific needs. Sean asks her if she would be willing to share a testimonial about her company's event experience, and she enthusiastically agrees, offering to record a video testimonial about how the event helped to pull her team together and gave them specific tools along with the motivation to be better teammates.

The following week, Wilma is thrilled by the many positive and appreciative comments from employees about what they described as the most relevant, fun, and impactful event in years.



Sharing the info in new ways or becoming an advocate:

A few weeks later, Wilma is attending a management workshop and finds herself sitting next to Steve. Steve mentions during their conversation that his company has been struggling with employee morale and engagement, and that he isn't sure where to look for something that would really provide results.

Wilma smiles and is excited to share her past experiences with Sean, and suggests that Steve should give him a call. She tells Steve that he delivers more than just a few forgettable laughs – he actually helps to build connections and facilitates discussions that make a difference. She even tells him that she was added to Sean's Happy Clients page after sending in an enthusiastic testimonial.

At the next break, Steve googles Great Results - and the story continues...

Sean Glaze is an author and entertaining team building speaker who inspires people to have fun laughing together so they can have more success working together.

As the founder of Great Results Teambuilding, Sean has been inspiring rapid teamwork and developing team leaders for over 20 years.

He delivers interactive events and entertaining keynotes for clients interested in increasing their competitive advantage by building a more engaged and connected TEAM.

