

Motivating teams to increase confidence and collaboration with Brilliant Buttons

There is a better way to motivate teams...

Nurture company and personal values to increase team confidence and collaboration

All good managers know motivation is critical to the long term success of a team. Deborah, Head of IT at a large global law firm, is a seasoned manager, who has worked hard to create her success through the use of common sense and her dedication to personal development.

As the second lockdown loomed, Deborah realised she would need to find a new strategy to solve the motivational challenges that were showing up daily in her team. The usual motivational strategies of asking them, trusting them, inspiring them, appreciating them and challenging them became ineffective.



The Situation

A reliance on technology to work, learn, and socialise was essential for continuity in business and personal resilience during the pandemic. In the first lockdown, the IT team was in firefighting mode as they worked relentlessly to ensure 'business-as-usual' would continue.

After the initial lockdown, Deborah noticed a significant change to team motivation, confidence, and cohesion - especially during the second lockdown.

There was no need to fire-fight anymore as the IT team successfully implemented an infrastructure that enabled a level of continuity within the business during the first lockdown. The IT team, however, was left deflated and exhausted. They lost the personal element to their interactions with the greater business that they used to serve in person. Additionally, the absence of routine, the commute, and socialising with co-workers started to take a toll on everyone. Deborah says,

"The achievement of arriving at the office after a difficult commute, alongside the comforts of the office, was lost."

The Solution

Bringing back values and meaning to work while discovering better ways to collaborate.

The pandemic changed the way people worked, therefore, Deborah was conscious that she needed to change some working practices and team culture to give her people purpose and confidence in their work.

Deborah had a vision to re-instil routine, meaning, and values in the aftermath of multiple lockdowns. While remote and hybrid working was still ongoing, Deborah began to set up a routine by asking her team to be camera ready at 9am for a daily meeting.

Deborah also began working with Brilliant Buttons to improve the team culture and confidence she passionately wanted to restore.

The aim was for the team to grow and learn from the post-pandemic challenges, to once again become a motivated, high-performing team.

How Brilliant Buttons Helped

Improve working practices and team culture

Brilliant Buttons supported Deborah to give new meaning and value to work by exploring the importance of culture. The team used Brilliant Buttons tools to identify team dynamics in order to gain an understanding of each team member's values, beliefs and work styles.

The learning journeys allowed Deborah and the other members of the team to view themselves from a different perspective. From fresh perspectives grew new and improved working practices based on individual strengths.

As a result, a winning team spirit developed; one based on shared personal core values that lead to the creation of team core values.

IT Team Core Values

- Integrity
- Transparency
- Family
- Adaptability
- Knowledge
- Creativity



The Results

A better way to motivate through living shared values

Within 6 months of working with Brilliant Buttons, Deborah noticed her team's confidence and cohesion was back. The team was once again in the mindset to successfully support greater business initiatives.

The Brilliant Buttons experience helped Deborah to implement her vision. Deborah discovered another way to motivate her team by helping her team to reconnect with company and personal values, increasing confidence and collaboration. The team moved forward from the challenges brought on from the pandemic. They bounced back to become better than ever by discovering new productive ways of working together. This led to greater team performance and productivity - all by living their shared core values.

The IT team's experience with Brilliant Buttons proves sustainable change is possible. When whole teams have the leadership tools to learn, grow and change, then a high performing work culture – one who love where they work – can be achieved.