BBC

STRENGTHS · PROFILE

CASE STUDY

Digital sits within the Strategy & Digital division and is responsible for all of the BBC's digital media services. They cater for audiences who want to access and interact with BBC programmes and services through the internet. By bringing technology and design teams together to work in partnership with the BBC's editorial teams, they create products like BBC News Online and BBC iPlayer.

The Challenge

The BBC Online Technology Group's Senior Leadership Team are responsible for the foundation technology, distribution and operation of the BBC's online products.

The challenge was to build upon strategic product direction work that was already in progress so that the leadership team were aligned with the high-level vision. The team needed to understand the focus and priorities for the coming year, particularly in terms of deliverables. This included options for sourcing and the implication this might have upon organizational design.

The Online Technology Group wanted a strengths session to be delivered to better understand how to play to their strengths in order to meet these challenges and responsibilities. They also wanted to connect further as a team, knowing when and how to support one another, whilst appreciating everyone's unique contribution.

Our Approach

Capp delivered a half-day strengths-based team development session incoporating a range of individual and team strengths awareness exercises to help the team in playing to their strengths:

- Each team member completed a Strengths Profile, Capp's online strengths assessment tool

- A Strengths Team Profile was generated that incorporated all 9 members of the Online Technology Group

- Support was given to recognize and understand the impact of their collective team strengths, learned behaviors, weaknesses and unrealized strengths

The Outcome

- **100%** of respondents said their Strengths Profile helped them to understand more about their strengths and weaknesses

- **100%** of respondents said understanding their strengths would be helpful to them in their work

- **100%** of respondents said they had a greater understanding in how to use their strengths to be more effective at work

- **88%** of respondents said they would they would continue to use the things they learned in the strengths workshop

- **88%** said they felt able to make positive personal development changes as a result of the workshop

- **75%** of respondents said they understood the strengths and weaknesses of their colleagues as a result of the strengths workshop

- **75%** said they appreciated their colleagues more as a result of the strengths workshop

"The strengths session was extremely insightful. We are spending more time together as a group to continue this learning in order to support our strategy and keep the momentum going. Team members are frequently referring to their strengths when interacting with each other, and a level of openness has been achieved that is proving very useful both in day-to-day communication and pursuit of our longer-term goals."

Amy Hayward, Online Technology Group Business Manager

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