

CASE STUDY

Graylink

What was the purpose of the work?

To help the Graylink executives to both understand their preferred leadership styles, as well as to determine the required leadership style/s in order to help execute their strategic objectives. Graylink, a successful software development company in the recruitment field had grown rapidly over the past few years where the focus was on enhancing both revenue growth and profitability. It was acknowledged by the executive team that they were now at the stage where they were looking inwardly to determine how to empower their staff so that the business could progress to the next stage. Thus the business model needed to be more people-centric and consequently BIOSS was asked to run an executive team intervention making use of the Personal Development Analysis (PDA) behavioural tool as a basis for enabling strategy execution.

Location: Cape Town, South Africa

Date completed: February 2015

The design and scope of the project

- ❖ 6 Graylink executive team members participated
- ❖ Individual and team reports were provided
- ❖ Full day workshop was run at the end of Graylink's 3 day strategy session

What tools and processes were used?

- ❖ Personal Development Analysis (PDA) behavioural tool

What were the benefits to the client?

- ❖ Enhancing individual self-awareness
- ❖ Team members developed greater understanding of one another and their team dynamics
- ❖ Awareness of preferred / natural leadership styles and development of required leadership styles
- ❖ Development of individual development plans linked to required leadership styles
- ❖ On-going development in line with PDP's.

Follow-up

Frequent communication and correspondence regarding PDP progress

Would the client be happy to be referenced?

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