



## Behavior Profile Business Solution Case Studies

### Transforming Surviving into Thriving in a Family Owned Business

#### **Situation:**

A married couple who owned a bookkeeping business requested help resolving challenges they were experiencing working together in their family owned business. They wanted to learn how to communicate better and ways they could improve their business performance.

#### **Process:**

We suggested a “partnership” Behavior Style assessment and coaching session to determine where they operated in alignment and where they might be experiencing disconnects in their communication and work styles.

#### **Result:**

The assessment highlighted that both partners were similar in their behavior styles and values. The majority of their discord occurred when they infringed on each other’s areas of responsibility. They are both highly individualistic and need a high degree of autonomy in their relationship and in their business.

Their recognition of this need allows them to communicate when they see that boundaries are being crossed. They now jokingly “accuse” us of saving their marriage. Both their business and their relationship are back on track and thriving. Here is part of a testimonial they sent us:

*I have to let you know what a LIFE SAVER you have been to our business and our relationship. As you know, mom and pop businesses are stressful and sometimes very difficult, especially when you are used to working a 9 to 5 job as an employee separate from each other and now your co-worker and business partner is your spouse. My spouse and I have been blessed to have a great marriage and business partnership, but we both knew that things could be better.*

*After completing the...assessment and follow-up coaching session, we implemented your recommendations and we can say proudly...YOU WERE RIGHT! Your recommendations led to an increase in productivity and profitability! Our business has grown 15% and our marriage/partnership has grown in the areas of communication and delegation, both of which I scored low in. Thank you, thank you, thank you!*

*Mike DuBrock  
ACCI Bookkeeping and Tax Service*

## Contentious Team Turns Conflict into Harmony

### **Situation:**

The owner of an in home managed care franchise turned to us for help in resolving friction that was occurring among several employees in their small office. The atmosphere in the office was tense and stressful. Communication between team members was often sharp and condescending and interfered with their duties of helping caregivers do their work.

### **Process:**

We recommended doing a behavior style awareness and team building program that included three steps:

Step 1: Each team member completed the **Three Squares Coaching** Behavior Style Profile

Step 2: Each team member received an individual coaching session to better understand her unique behavior style and how to maximize her strengths on the job and how to effectively communicate her needs and wants to other team members.

Step 3: The team attended a team-building workshop where they learned how to understand and appreciate each other's unique style, how to identify where conflicts might arise, and ways to avoid them or quickly resolve them.

### **Result:**

Each employee was able to better understand her own behavior style and identify her strengths. During the team workshop, they saw that they all very much valued making a difference for the people they served. They saw they could become more productive by focusing on their values and their strengths.

One month later, the company President sent us a letter saying that immediately following the workshop she could feel the tension leave their office. She said that the team now communicates openly, no longer takes feedback personally and they no longer disrespect each other in terms of the importance of their job in relation to anyone else's. She goes on to say this:

*The time and money I invested in your coaching was an investment I am glad I made. I am certain I would have lost one, if not two valued employees if we had not received the benefit of your insightful, professional coaching.*

*Teresa Marchese, President  
Right at Home*