



Digital Marketing Agency Case Study

**HOW A TEAM WORKSHOP
HELPED RE-ENGAGE A
VIRTUAL TEAM ON
INTERNAL COLLABORATION
AND COMMUNICATION TO
IMPROVE THEIR PERSONAL
FULFILLMENT WHILE
ALIGNING WITH COMPANY
GOALS.**

BACKGROUND

This medium sized digital marketing company's team is spread across several Countries and multiple States in the US. The team was struggling with effective internal communication, following processes, and feeling connected to the overall company goals and to one another. As a result, their quality control efforts declined, morale was low, and based on survey responses, customers were feeling frustrated with the level of service they were receiving.

GOALS

- Uncover the root to the internal disconnect
- Determine how to engage the team
- Outline a plan to improve results

STRATEGY

Over the course of several virtual workshops, we discovered that most of the team were focused on their individual contributions and not clear on the overall company and client objectives. This awareness evolved into action by implementing more intentional collaboration, instituting an internal quality assurance program, and moving people into roles more suited to their skills and communication style.

Q4

SSO/
SAML

AIS Teams
integration

Pivotal
tracker

Chatbot

Allow
dependencies

GitHub
integrative



RESULTS



Repositioned key employees to create more collaboration, reduce redundancy, and improve quality control processes.

85%

Improvement in client satisfaction with project accuracy and speed.



Grew revenue by 20% with existing clients within a year of workshop.

"We hired The GLO Group to improve our team communication and collaboration, and to align our team's individual goals with our company goals. This process allowed me to gain a different perspective on each individual's contribution and whether everyone was in their most ideal position within the organization. In addition, the value of re-engaging the team was priceless."

- D.B., CEO