

BRITE

Broad-based Roots Influencing Team Effectiveness

LEADERSHIP
CIRCLE®

Transforming the Way We Measure Team Effectiveness

November 2023

The Purpose of Measuring Team Effectiveness

- Psychometric Measure, Insight into Psychological Factors
- Diagnostic, Identify Strengths and Areas for Development
- Measure the Team as a Whole Entity, not as Individuals



Defining Team

A team is a group of individuals who come together to achieve common goals or objectives. Team members, to some extent, collaborate, share responsibilities, and contribute their unique skills and perspectives to accomplish tasks or projects that are designed to further (and ideally are aligned with) a strategic agenda.

When Teams are Effective

- Team members leverage each other's skills and knowledge to create new ideas and new insights.
- They make decisions faster and execute better than individuals could achieve on their own.
- Capitalize on resource utilization and increase profitability.
- Build off one another's energy to increase motivation and persistence.

They generate creative energy



When Teams are NOT Effective

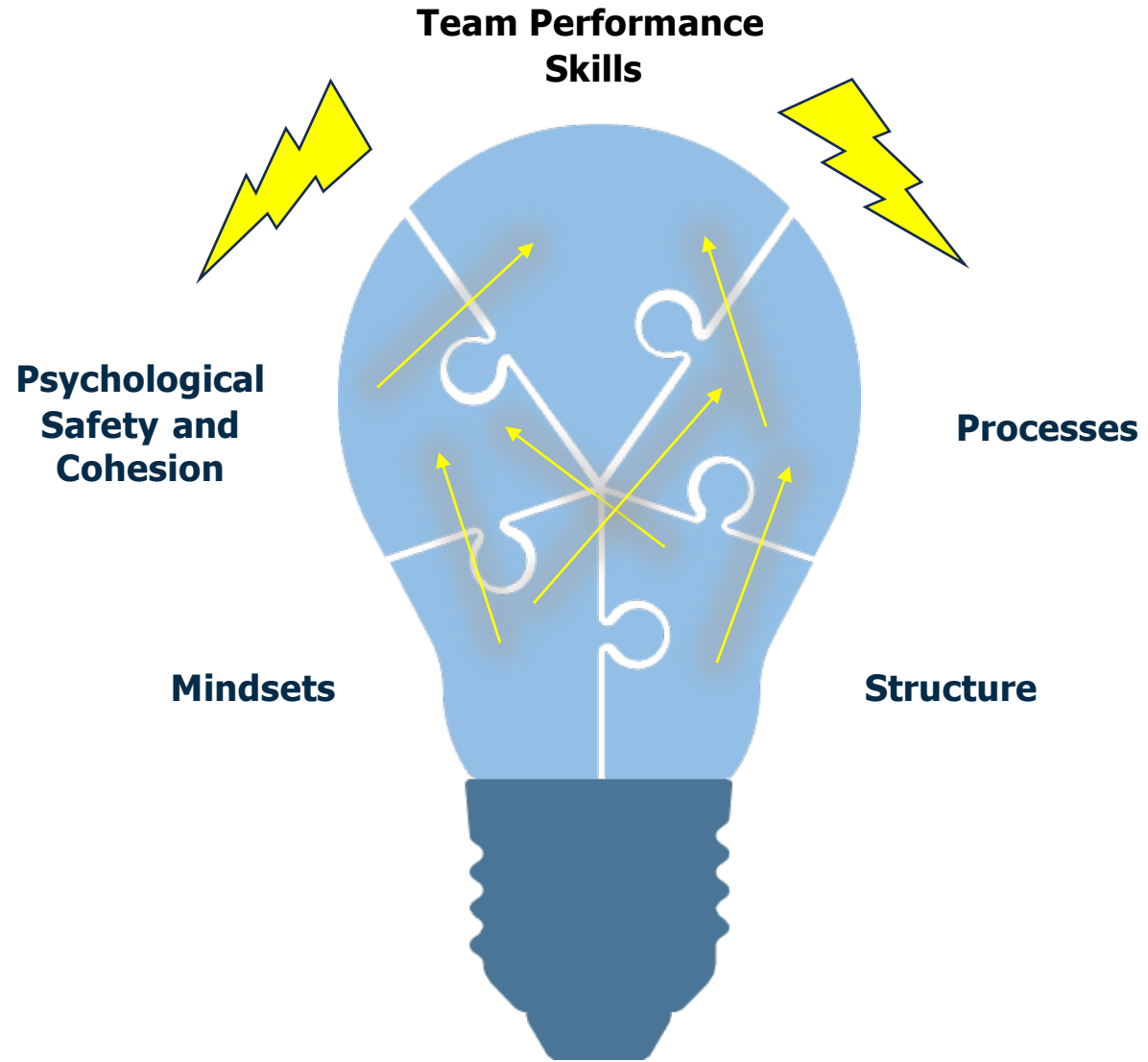
- Lack a shared purpose or pursue competing goals.
- Do not effectively communicate with one another, some members withhold information or dominate conversations.
- Don't respect each others' ideas.
- Waste time and resources.
- Struggle to make progress.

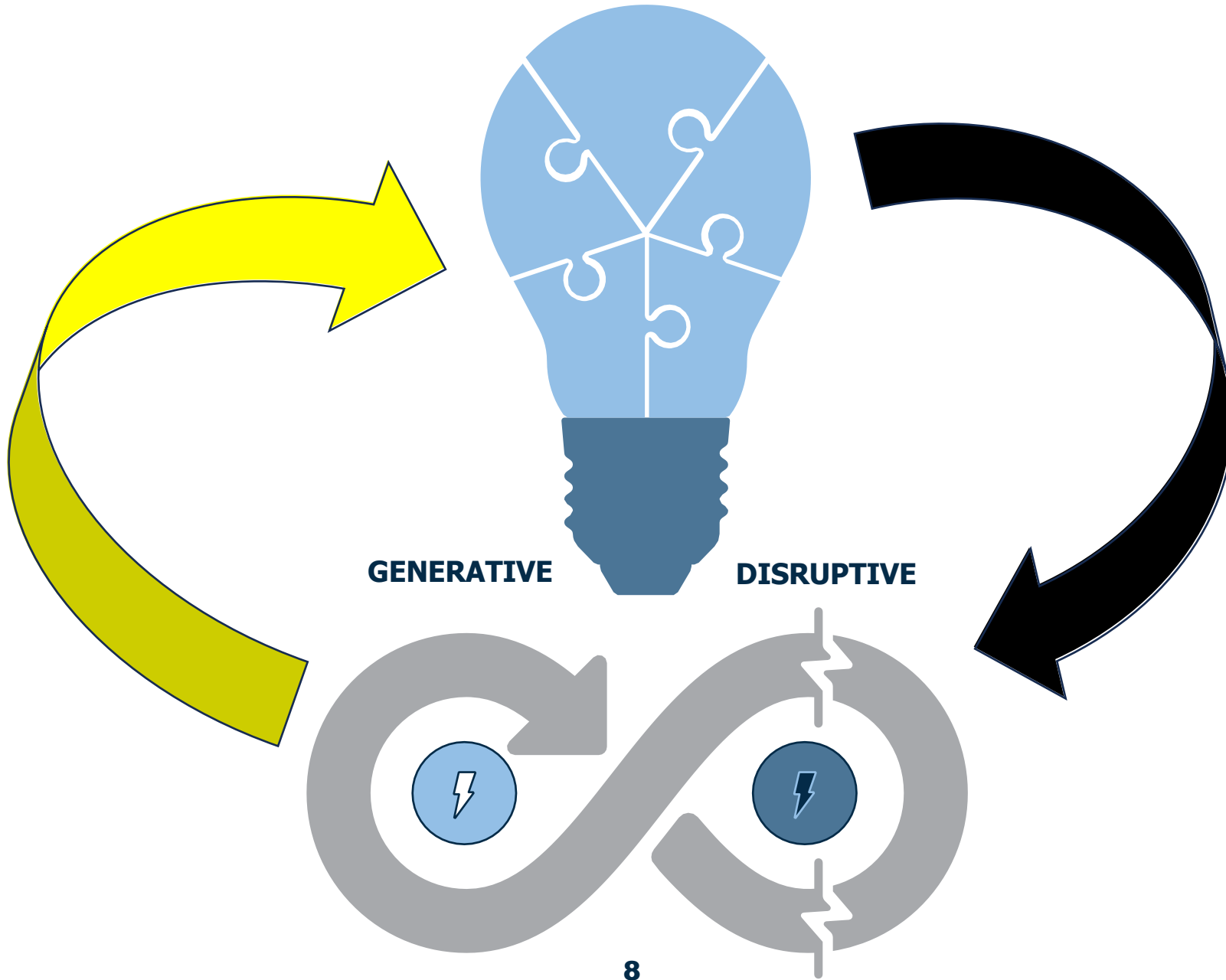
Dynamic energy is disrupted



Identifying the Factors that Influence Team Effectiveness

- Conducted two years of research
 - Reviewed studies with over 26,000 teams from around the world
 - Collected data from multiple perspectives
 - Team members
 - Team leaders
 - Coaches / practitioners
 - Lead consultants
- Identified a comprehensive set of factors that directly influence team effectiveness (either positively or negatively) and categorized these into 5 critical elements
- Psychometric tests conducted on items and scales within BRITE demonstrate that it is a reliable and valid measure that accurately predicts team effectiveness



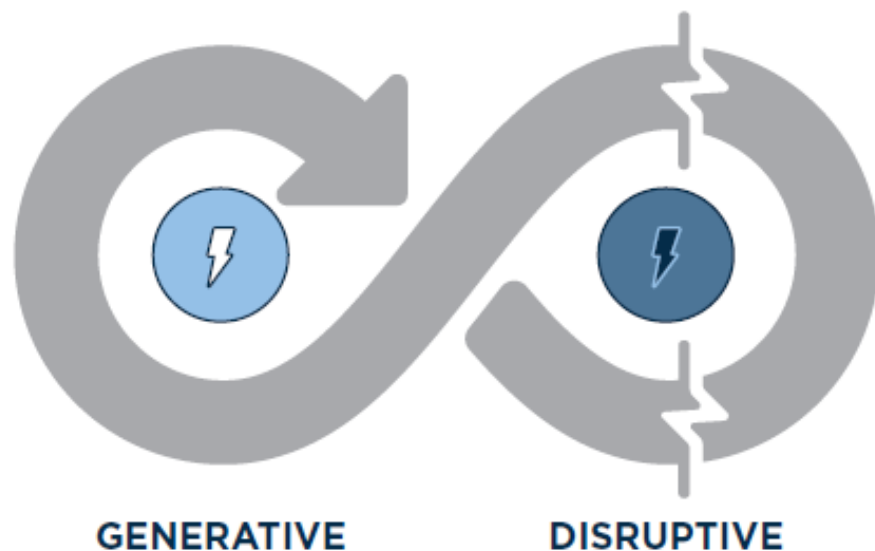


MINDSETS

GENERATIVE FACTORS

- 40 One Team, One Goal
- 49 Belief in Team Efficacy
- 39 Systemic View

The higher the generative score, the more energy is flowing in the team.

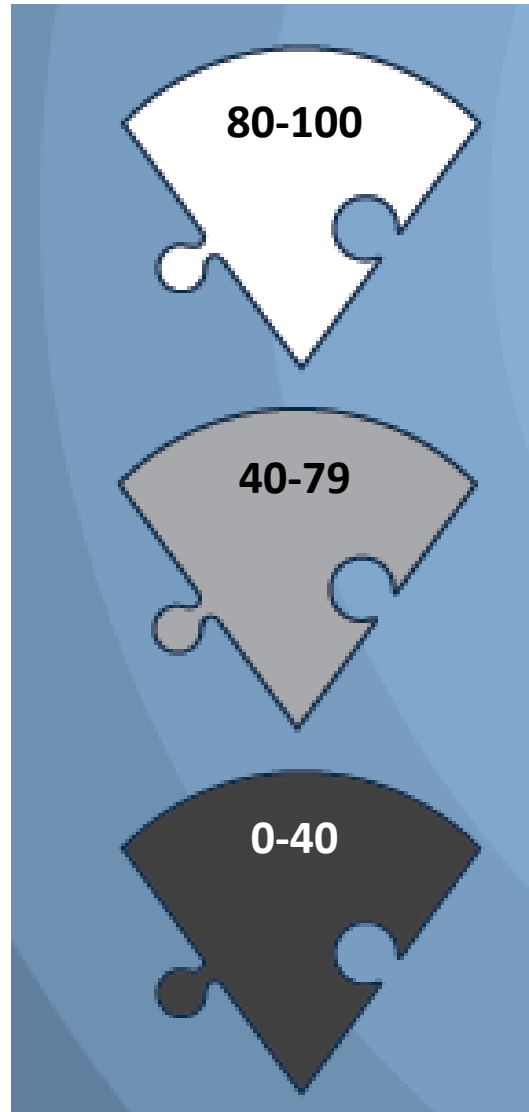


DISRUPTIVE FACTORS

- 84 Silo Mentality
- 79 Negative Attitude
- 61 Blaming Culture

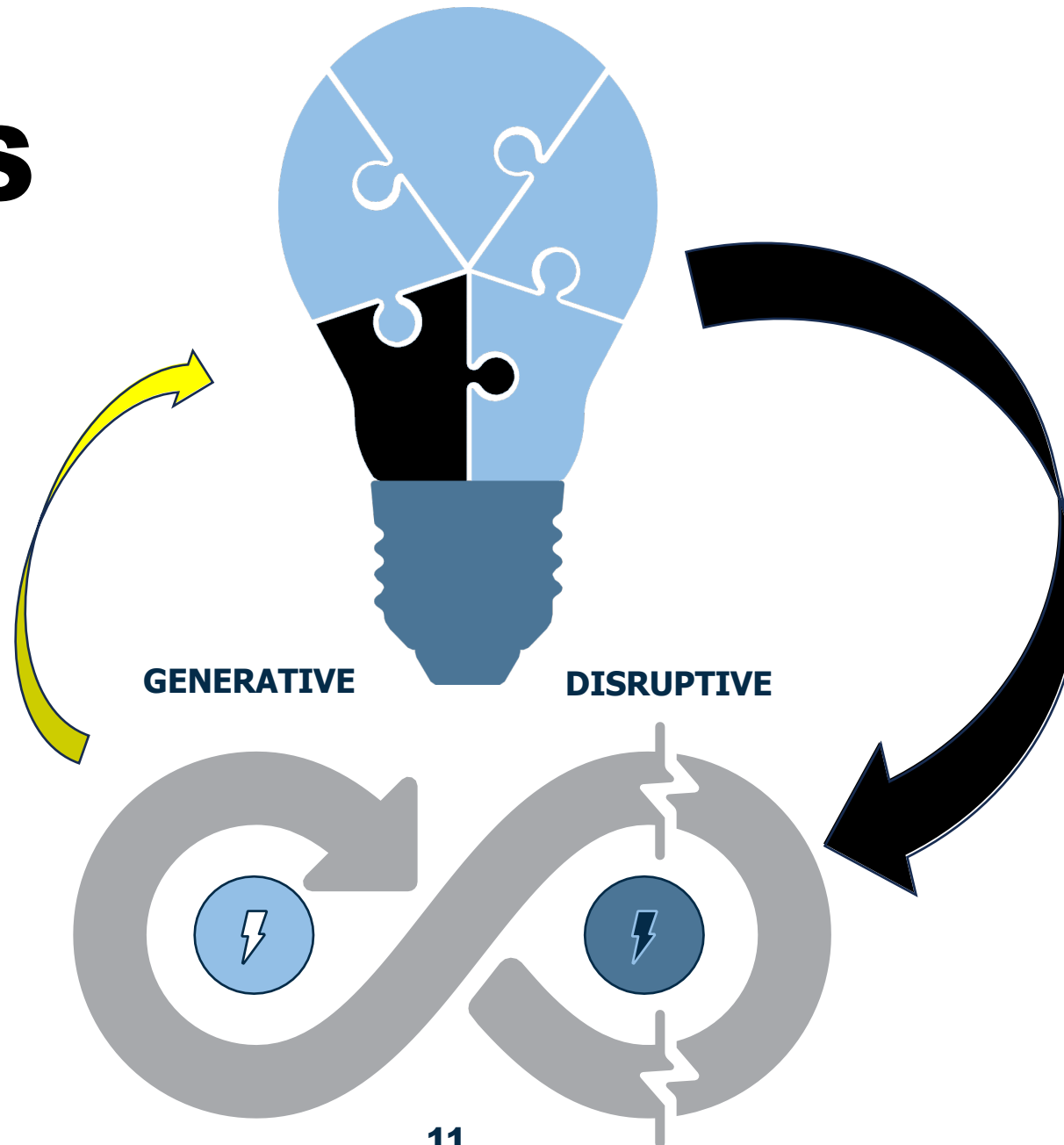
The higher the disruptive score, the more team energy is being drained.

The Level of Energy Within An Element

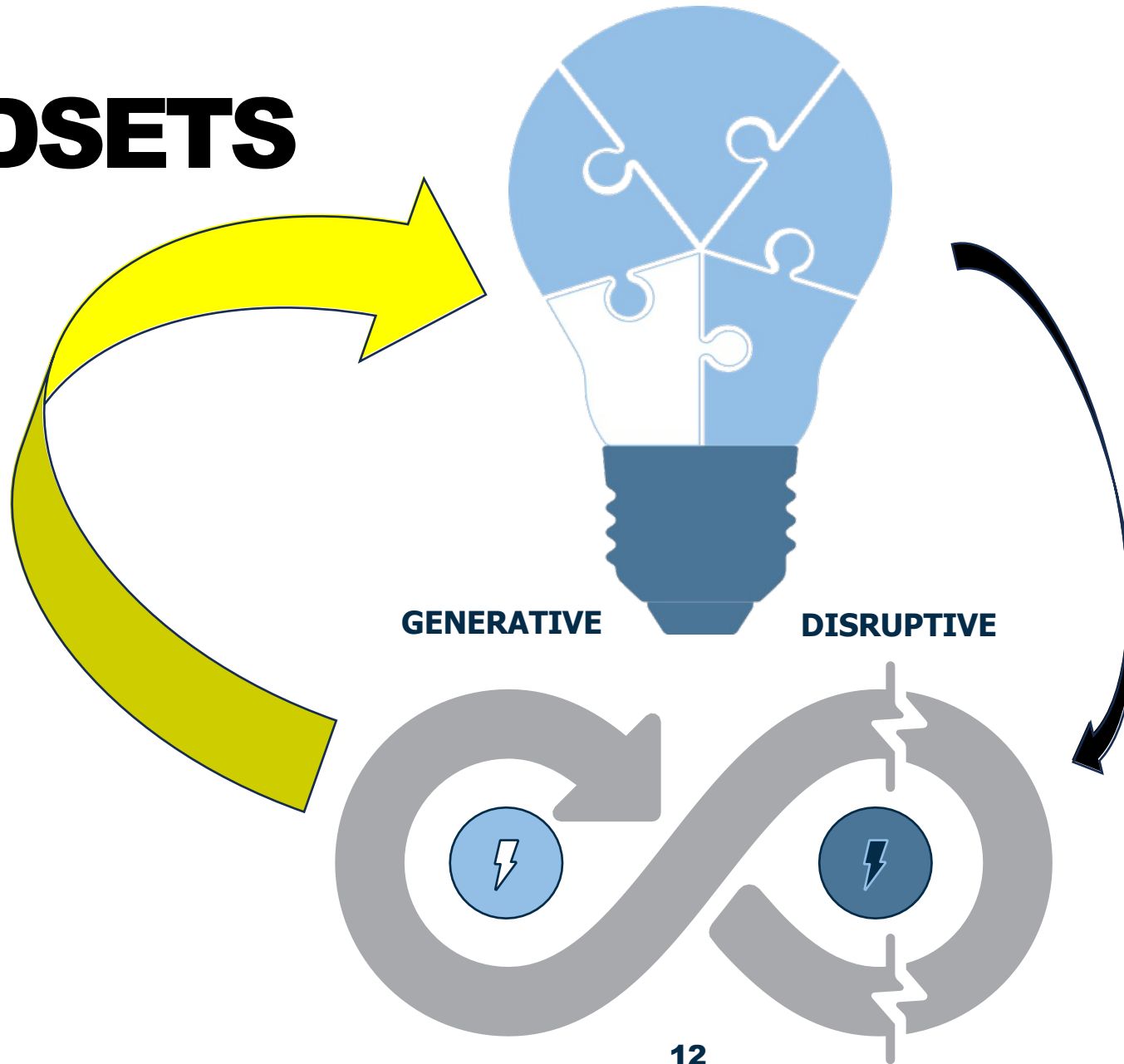


- Bright white shading indicates full flow of energy produced by a strong presence of generative factors and relatively few, if any disruptors.
- Gray shading indicates only partial energy flow caused by a lower presence of generative factors and/or an increased presence of disruptors.
- Dark shading indicates insufficient levels of energy created by a lack of generative factors or a strong presence of disruptors.

MINDSETS

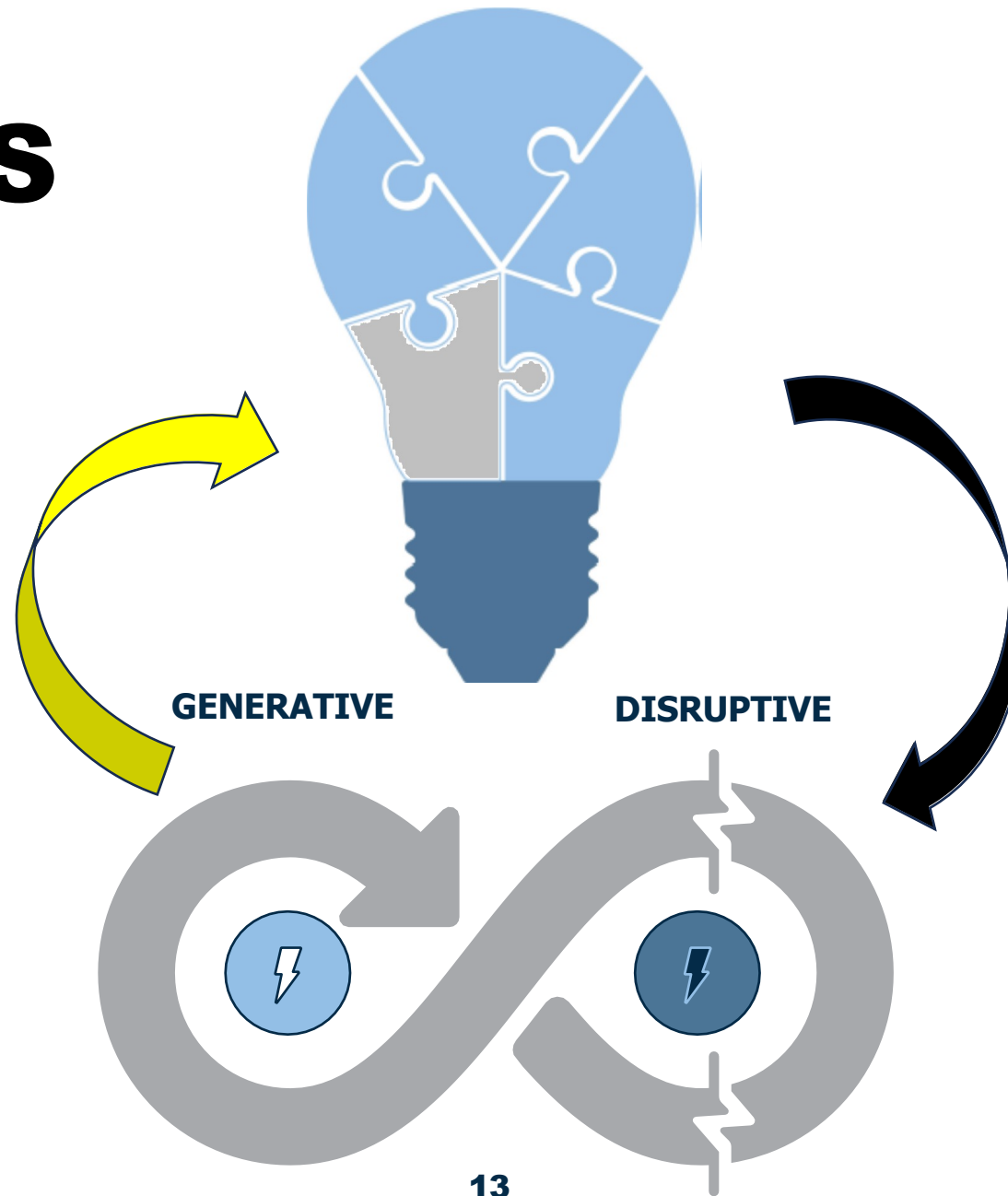


MINDSETS



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MINDSETS



MINDSETS

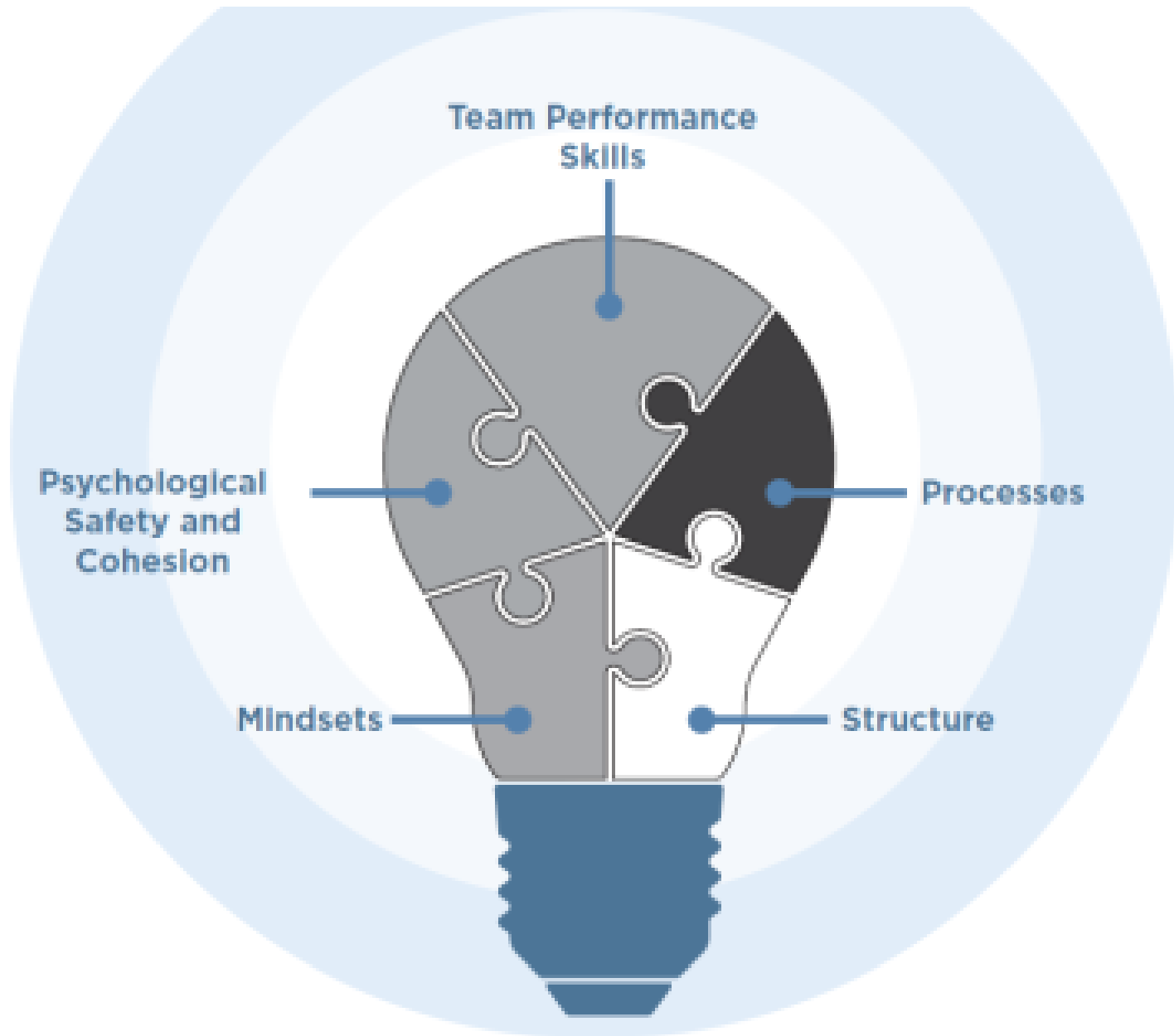
The most effective teams have a shared understanding about who they are and what they will be pursuing together.

Energy Score

62

COLOR	ENERGY SCORE	INTERPRETATION
White	80-100	Full Energy
Grey	40-79	Partial Energy
Black	Below 40	Insufficient Energy





YOUR OVERALL TEAM EFFECTIVENESS SCORE

61

Number of Team Members Responding: 5

Overall Team Effectiveness Level

- Exceptional Team (Scores between 88 and 100)
- High-Performing Team (Scores between 70 and 87)
- Moderately Effective Team (Scores between 51 and 69)
- Low-Performing Team (Scores between 33 and 50)
- Ineffective Team (Scores below 33)

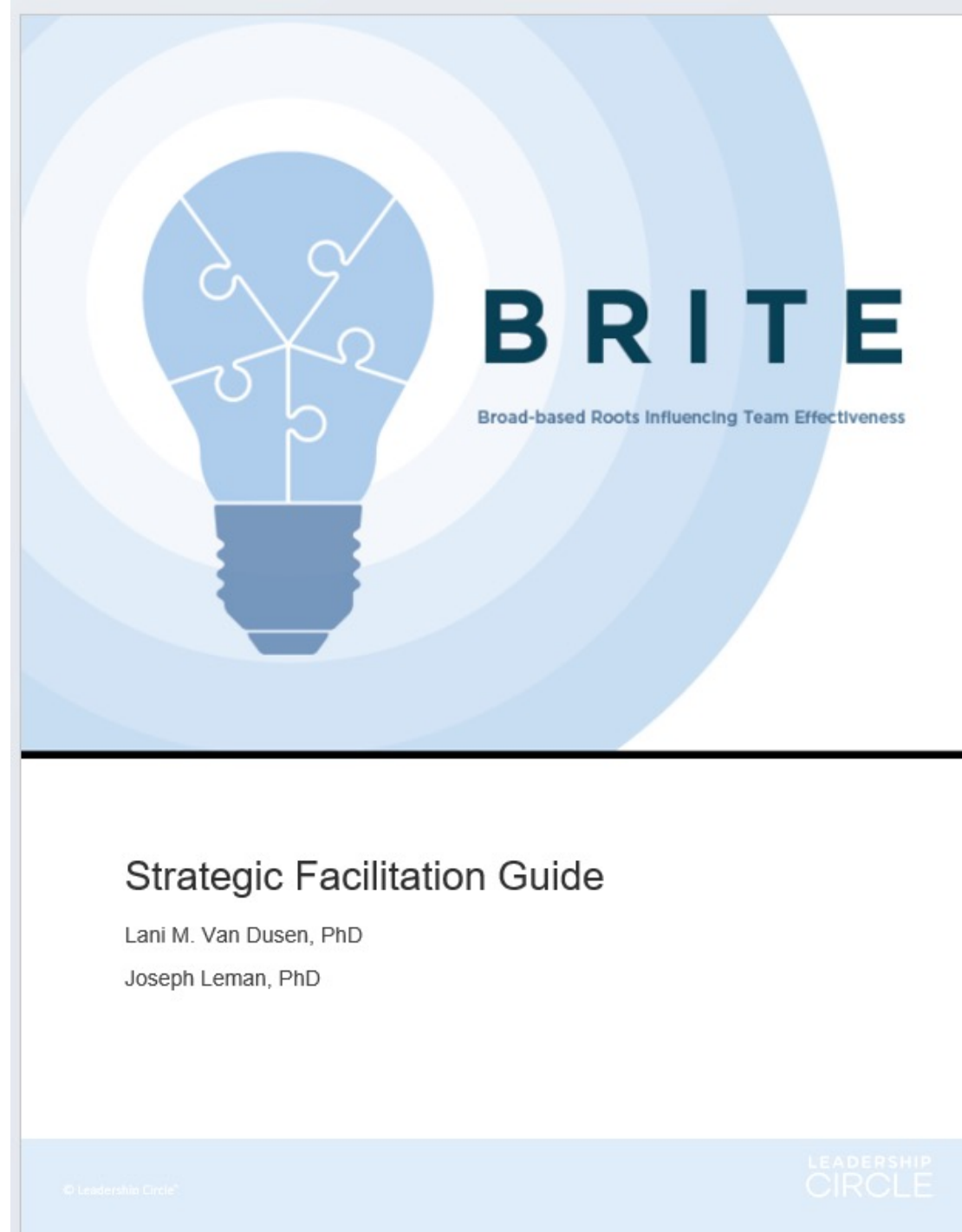
Breakout Groups

What was one of the biggest challenges you have experienced in working with or participating on a team?

How BRITE Measures the Most Prevalent Challenges

Strategic Facilitation Guide

- Patterns within Each Element
 - Characteristics of teams with high energy
 - Characteristics of teams with low energy
 - Key interaction with other elements
- Strategies for Improving Energy Flow
- Relationship between Individual and Team Competencies



Strategic Facilitation Guide

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Joseph Leman, PhD

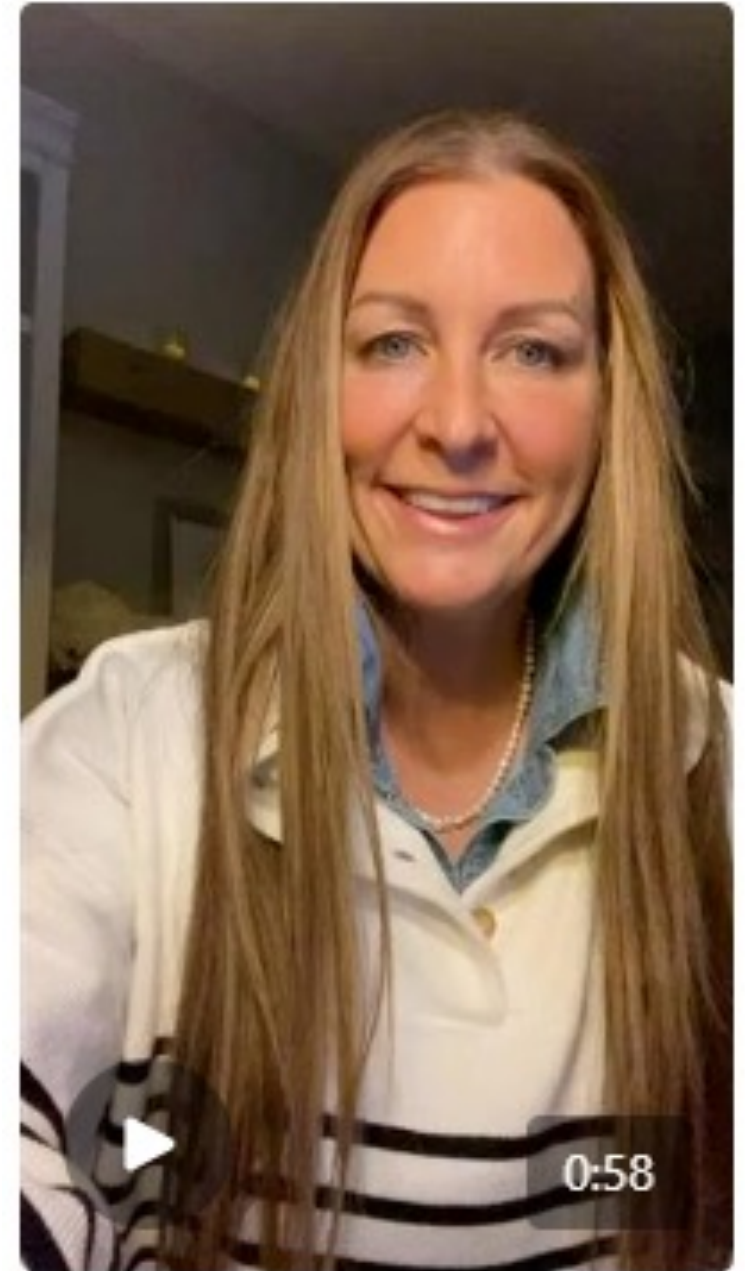
Relationships between Individual and Team Energies

BRITE Element	Creative Competencies	Reactive Tendencies
Mindsets	<ul style="list-style-type: none">• Purposeful & Visionary• Community Concern• Systems Thinker	<ul style="list-style-type: none">• Ambition
Structure	<ul style="list-style-type: none">• Selfless Leader	<ul style="list-style-type: none">• Autocratic
Psychological Safety & Cohesion	<ul style="list-style-type: none">• Interpersonal Intelligence• Composure	<ul style="list-style-type: none">• Pleasing
Processes	<ul style="list-style-type: none">• Collaborator• Fosters Team Play• Courageous Authenticity	<ul style="list-style-type: none">• Passive• Arrogance
Team Performance Skills	<ul style="list-style-type: none">• Strategic Focus• Decisiveness• Achieves Results	<ul style="list-style-type: none">• Belonging

Differences in BRITE vs Other LCP Assessments

Assessment Characteristics	BRITE	LCP	CLA	GEA	TPS
Individual leadership skills of team members		√		√	√
Collective leadership competency of team	√ (Light)	√ (Group Report)	√	√	√
Team synergy / collaboration (including nature of interactions)	√		√		√ (inferred)
Team unity, alignment, and understandings	√				
Emergent states of knowledge	√				
Team performance outcomes	√				
Team composition and roles and responsibilities	√				
Applicable to all types of teams, (non-leadership teams)	√				
Descriptive feedback on strengths and challenges of team	√		√		√ (indirect)
Comparison of actual to ideal performance	√		√		

Using BRITE to Leverage LCP Sales



How does BRITE compare to other team assessments?

Assessment Characteristics	BRITE	Other Assessments
Focused specifically on team	√	62%
Depth of coverage	√	38%
Cover BOTH team skills and dysfunctions	√	19%
Collects data from all members	√	33%
Includes standards/benchmarks	√	36%
Based on well-research model	√	57%
Strong psychometrics	√	31%
Feedback oriented for different types of teams	√	14%

BRITE Costs \$1500 (\$1140 for LCP certified practitioners) no matter the size of the team

NOTE: There is a comprehensive comparison chart available on the BRITE webpage

Information Needed for Ordering BRITE

- Name of Team
- Name of Team's Company
- Name and email address of Team Leader
- Type of Team (e.g. Leadership, Service Delivery, Production, Project)
- How long the team has existed
- How the team usually meets (in-person, virtual, hybrid)
- Number of team members who are new within the last year
- Name and email addresses of each team member
- Date assessment is to launch
- Target date for closing the assessment
- Where the electronic report should be sent

Administering BRITE

- Submit the order form
- Confirmation email
- Invitations automatically sent
- Progress update provided
- Assessment closes and full BRITE report and Strategic Facilitation Guide sent within two business days

The Team's Experience Taking BRITE

- Personalized email from research@leadershipcircle.com with unique link to BRITE, description, and closing date
- Automatic reminders to complete the BRITE sent to non-responders
- BRITE takes on average 20 minutes to complete
- Respondents can complete the survey over time

What questions do you have?