Uniting a Multinational Organization

Creating a Common Language at Otter Products

Empowering teams to integrate successfully, manage conflict and heighten results is no easy feat. As the Learning and Development team at Otter Products was tasked with improving working relationships and helping departments become more productive, they chose to work with Complete Intelligence™, an Emergenetics® partner, to introduce our programming as a way to:

- Increase team effectiveness.
- Improve communication and create a common language.
- Discover the strengths of each staff member.



The Challenge

Culture has always been a priority at Otter Products, and one of their notable offerings to employees is a strong focus on employee development. With this focus, the Learning and Development team was asked to build programming that would strengthen relationships and achieve results. One of the biggest impediments to productivity that they identified was helping team members communicate efficiently and have challenging conversations in non-emotional ways.

The solution: the Emergenetics Profile. As the team evaluated options – and tried several assessment tools – they chose Emergenetics because it provided a scientifically sound way to help individuals gain self-awareness and use cognitive diversity to drive success and reduce friction.

Emergenetics at Otter Products

Otter Products began by certifying two in-house Associates, who weaved Emergenetics into Otter Products culture. Breaking the Meeting of the Minds into half-day sessions, they introduced the Emergenetics Attributes and concepts to U.S. employees, revealing the distinct ways individuals prefer to think and behave, and continue to host regular sessions for new employees.

Today, Otter Products' Associates support a wide variety of programs. Associates meet with individual teams and use activities to reveal their most and least preferred Attributes, helping employees better understand their colleagues and discover their collective cognitive diversity. Associates also share how each Attribute would prefer to operate in common business situations such as receiving feedback or collaborating on a project.

Through these sessions, individual departments learn to work together effectively by adapting their approach to the working styles of each member and to incorporate the language of Emergenetics to address conflict through preferences, removing much of the emotion from challenging discussions.

Otter Products' Associates help teams apply these lessons to their work with other departments. As cross-functional opportunities arise, the Associates meet with managers and teams to discuss Emergenetics reports that reveal collective and individual preferences of the newly formed working groups.

These collective sessions empower groups to become more successful and help the company as a whole adopt common communication strategies to effectively discuss their different approaches, adapt styles to strengthen performance and appreciate the gifts of those who think and behave differently.

As the U.S. team has grown more cohesive, Otter Products is expanding Emergenetics to their Ireland and Hong Kong offices. In doing so, the company has built a common language and culture across their multinational organization by giving all Otters an effective way to communicate.

Otter Products continues to find creative ways to support their employees' interpersonal relationships. They now offer an Emergenetics program for significant others, believing that learning opportunities that support work are great – and they're even better if they help at home.

Emergenetics' Impact

With more than 90 percent of employees having an Emergenetics Profile, the knowledge and training has had a profound impact on Otter Products, supporting the organization in:

- Strengthening individuals' understanding of their innate strengths.
- Improving team relationships by tailoring communication and collaboration to meet individual and group preferences.
- Accelerating results through enhanced team and intra-department dynamics.
- Strengthening working relationships by helping employees have challenging conversations in non-emotional ways.
- Supporting inclusion initiatives with a focus on and appreciation of diversity of thought.
- Creating a common language across the multinational organization.

> The Profile's science is so sound, and now that I've seen Emergenetics in action across the world, I can say it just works. **It's simple, it's clear and people connect to it no matter where they are from.**
>
> – David DiMatteo, Senior Organizational Development Specialist

Interested in bringing Emergenetics to your organization?
Contact us at: businessdevelopment@emergenetics.com