

BELBIN[®]

The Team Role Company



Case Study

Embracing change and improving team collaboration with Belbin Team Roles

Cambridge Healthcare Research (CHR) was established in 2013 with a mission to deliver better insights and exceptional quality to its clients, to help them bring the brightest healthcare ideas to market.

CHR employs over 100 talented individuals across two divisions. Solici is the division which provides strategic competitive intelligence.

Following a company restructure, Solici used Belbin to help their teams embrace the changes and enhance their collective performance by building a stronger sense of cohesion and purpose.

Vera Malheiro, Manager at Solici, explains why and how Solici used Belbin Team Roles and the resulting impact for individuals, teams and the company.

SOLICI

What was the challenge facing Solici?

During a recent company restructure, we created new business units, which changed team dynamics. As the teams adjusted to the new structure, we noticed that these shifts affected how individuals viewed their roles and overall prospects within the company.

We wanted to ensure that we addressed these challenges proactively and positively, particularly by focusing on improving personal and interpersonal understanding within teams.

Why did Solici choose to use Belbin Team Roles?

A few years ago, we had used Belbin primarily for individual self-awareness. One of our current Business Unit leads had previous experience with Belbin and was familiar with its benefits, and while our previous use had focused on helping individuals understand their strengths

and roles, this time we recognised Belbin's potential as a team tool.

Belbin provides a structured way to assess individual strengths and team roles. By using Belbin, we aimed to foster greater self-awareness and improve collaboration, ensuring that everyone could see how their unique contributions fit into the bigger picture.

“Ultimately, we wanted to empower teams to embrace the changes and enhance their collective performance by building a stronger sense of cohesion and purpose.”

How did you use Belbin?

We integrated the Belbin assessment during a business unit meeting to facilitate open discussions around team dynamics.

Prior to the meeting, all unit members completed the Belbin Self-Perception Inventory to generate their Belbin Individual Reports. Then, during the session, we shared the collective and individual team results and explored what these meant for individuals and the team as a whole.

Any 'Lightbulb' moments?

There were several, particularly when individuals compared their own self-perception with how others viewed them. Many were surprised by the differences, especially the feedback from colleagues.

What stood out was the light-hearted atmosphere during these exchanges – people were open to hearing and embracing the feedback rather than taking it personally.

The discussion enhanced mutual understanding, fostered empathy, and highlighted ways we can better support one another. This improved awareness will not only strengthen collaboration and communication but also build overall team cohesion moving forward.

What has been the immediate impact?

The immediate impact for me has been more insightful and nuanced discussions about performance and development.

For example, understanding each team member's preferred roles has allowed me to start aligning feedback and development plans with their natural working styles.

I expect this mindfulness will not only improve individual growth but also help with shaping strategies that better suit them.

“The informal tone helped foster a sense of ease, allowing participants to laugh at the surprises and learn from them without feeling defensive.”

How will Solici continue to use Belbin Team Roles?

We are considering rolling out the Belbin assessment across other business units.

We anticipate that expanding this initiative will lead to greater self-awareness and a deeper understanding of team dynamics, ultimately improving communication and collaboration in other departments.

Have you found Belbin easy to use?

The online Interplace platform includes clear instructions, and the system is intuitive to use. It also enables a very good level of control and customisation on when to share Belbin reports and with whom. The customer support is responsive, very positive and helpful.

What has been your personal experience of using Belbin?

Belbin has been instrumental in helping me gain a clearer understanding of my own strengths and areas for development.

It has also allowed me to reflect on how others perceive me, which has been invaluable in aligning my self-image with how I come across.

“Understanding each team member's preferred roles has allowed me to start aligning feedback and development plans with their natural working styles.”

On a team level, Belbin has heightened my awareness of other's needs, enabling me to better support others in ways that are in tune with natural working preferences.

Discover how Belbin can help you and your teams.

Contact us: e-mail team@belbin.com or call 01223 264975.

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