

Success stories:

Clarity4D supported CATI in self awareness and understanding, and building stronger relationships within their teams.

I am a mixture of yellow and red energies (the extroverted side), and I needed to borrow from the green and blue energies so that I have an all-rounded profile to enable me to reach my full potential. Immersion into this journey has made it possible for me to achieve this quite easily by clearly showing me what I needed to work on.

I now understand the team very well, I treat each team member with understanding and concern to help me stretch into green energy. I have also started to communicate informally and wait patiently for them to internalise and work on whatever deliverables are needed. This has helped my tone down on my red energy.

For the people who lead with blue energy, I have started to use formal communication more and am now cautious and observant whenever I need to share feedback. I analyse it and go through it in detail to ensure we are aligned; I appreciate each team member and their capabilities.

“ Clarity4D has impacted me positively and helped inform many decisions that have assisted in running the CATI team positively, especially enabling me to work and understand the team better ”

Overall, I think the team now understands better what is expected of them, and the murmurs and complaints have reduced significantly after training them to look at the bigger picture and the impact our collective small actions. The team understands Ipsos values better and the drive to perform is everyone's goal.

CATI has always had only one Supervisor but over time, we have promoted four others and maintained a lead Supervisor. Clarity4D came in at the right time when I needed it the most and now the teams I am working with are empowered, we understand each other and work together to delight our clients by having clear communication and creating stronger relationships.

Margaret Kwamboka
Team Leader, CATI