



CreateConsulting 
FACILITATION • LEARNING SOLUTIONS • COACHING

ONSIGHT 

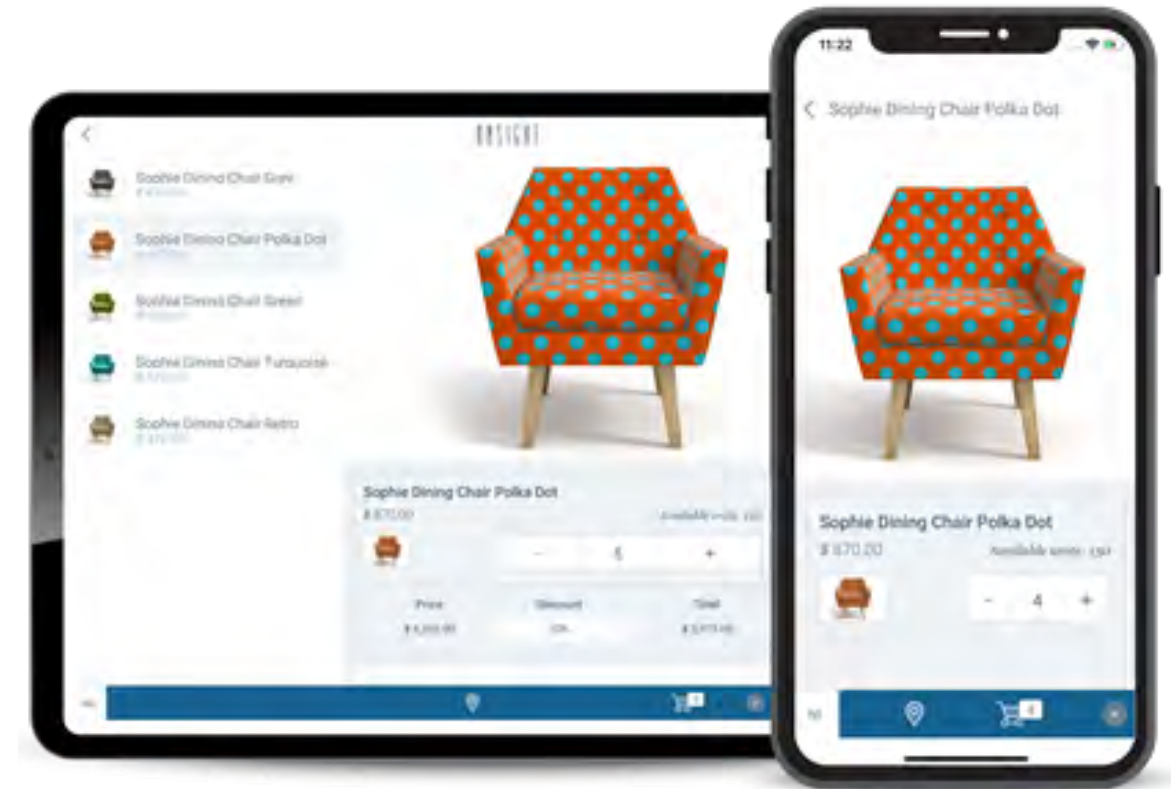
A Team Journey

Case Study

1. Introduction

Onsight is a business-to-business technology development company based in Cape Town, South Africa. This dynamic company is powered by a team that has decades of collective experience in building and delivering exceptional software products.

Their key product, the Onsight App, is an innovative B2B sales app that helps improve sales performance by speeding up order capturing and processing. The app makes it easy to use a mobile device to show new products to customers, quickly create quotes and track and manage the sales process.



Sabine Frielinghaus
CEO Onsight

"I felt that it was time to do something for the team. Something fun and motivational to reward the team. I wanted us to connect as people on a different level than the day-to-day operational interactions. I also thought that it was a good idea to do a team-building exercise to bring our new colleagues closer to the team."

The Onsight purpose?

To become the top B2B sales app in the market. Their aim is to work smarter, together to ensure the Onsight App is reliable and delivers on every facet of its promise to their clients.

After a few hard years getting the business off the ground, Onsight were experiencing significant growth and had doubled the size of their team. Sabine Frielinghaus, CEO, reached out to CreateConsulting in October 2021.

CreateConsulting's first step was to ensure a deep understanding of the objectives and craft a customised journey to support the Onsight team.

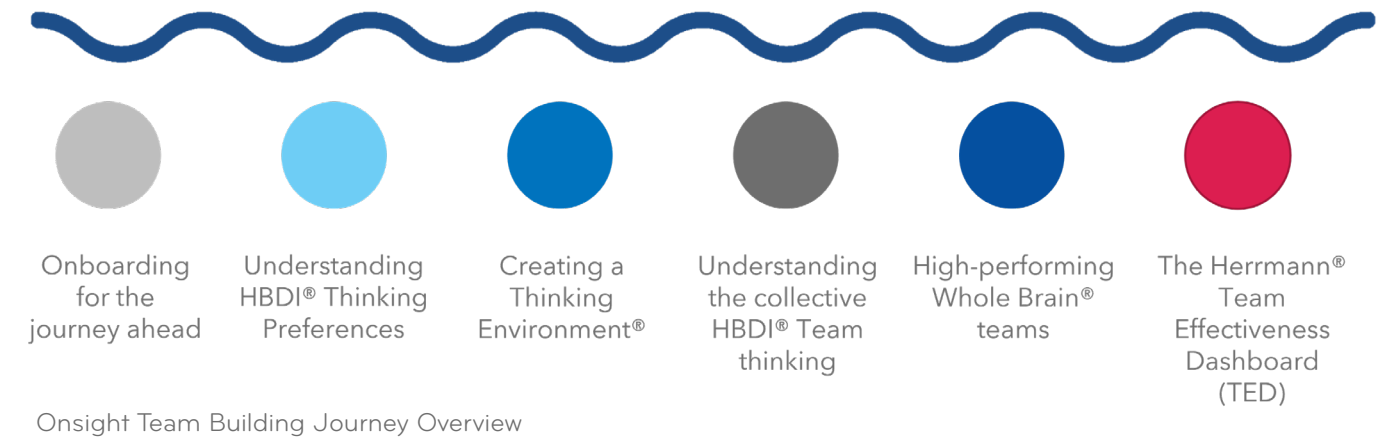
2. Our Contribution

Our experience has taught us the enormous benefits of a team understanding each others' thinking preferences and having the skills to tap into different thinking preferences. **The Herrmann Brain Dominance Instrument® (HBDI®)** is an exceptionally powerful tool. It defines and describes a person's preference for thinking across the four quadrants of the **Whole Brain® Model**. The **HBDI®** provides teams with specific insights about how their thinking preferences affect their collaboration, communication, trust, decision making and problem solving.

The quality of relationships between individuals in teams impacts the quality of their collective thinking which directly influences the decisions made and therefore the results achieved. When a team is able to think well together, they are innovative and able to solve their own problems, finding solutions to their complex business challenges and have lots of fun at the same time.

The **HBDI®**, coupled with knowledge and skills of creating a **Thinking Environment®** is a winning formula for deepening interpersonal connection, improving collaboration, creating a shared understanding and building team cohesion.

"We are passionate about working with MURAL," shares Melanie Kiley, Director of CreateConsulting. "We use it to design and create visual collaboration spaces to enable team members to connect, collaborate, brainstorm and engage in virtual rooms, replacing the need for physical workshops when online best suits the client and their desired outcomes."



2.1 A unique and comprehensive journey

Designing bespoke solutions that meet the needs of our clients has always been a top priority for the Create team. The 24/7 nature of the Onsight business meant time away from their clients needed to be kept to a minimum. With this in mind, we developed a unique journey comprising a series of 2-hour virtual sessions that ran over a period of six months.

The sessions were all facilitated via Zoom. And as the Onsight team is exceptionally tech-savvy, MURAL, was the ideal virtual collaboration tool. Centred around a digital whiteboard collaboration space, teams can work together in real-time or asynchronously to unlock their genius by taking insights and ideas from possibility to reality with the support of guided methods and transformation expertise.



3. Key learnings & highlights

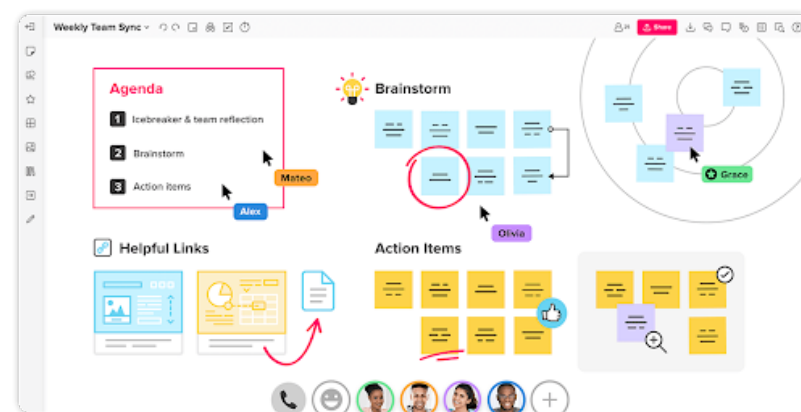
3.1 HBDI® assessments

The journey began with an onboarding session where the CEO, Sabine Frielinghaus, provided an overview of the purpose for the team journey ahead. The Create team then introduced **Whole Brain® Thinking** and the steps for each team member to complete their **HBDI®** assessment and thinker journey.

*"When I contacted CreateConsulting, I had no idea how many benefits we would get out of the **Whole Brain® Thinking** journey. Each individual received a thinking preference profile which in itself is valuable insight. We have our comfortable and habitual patterns of thinking. Seeing all our profiles populated in the four quadrants of the **Whole Brain®** model led to many aha-moments, and some smiles, and made us realise how our own thinking patterns can sometimes be to the detriment of seeing a different perspective. Thank you, Justin, for teaching us that "the biggest cost of being right is that we stop learning and perhaps don't see that there can be more than one right," says Sabine.*

Onsight's team members were as enthusiastic: *"It's very interesting to see myself through the **Whole Brain® Thinking** model but it is even more interesting to see the whole team and how we are all different and then also the same. I loved that when we were reflecting on our scores, even though some of us were so different, we had similar experiences."*

The team explored mental blind spots and the strengths and shadows of thinking preferences and how they influence our thinking. How we lead, trust, problem solve, communicate, make decisions and form relationships are at the core of these preferences.



"Going into the journey, I did not have the challenges of working as a team in my mind as it was meant to be a reward for our achievement. The timing, however, was perfect, because while we are a fantastic team, no team is without challenges. The session helped identify opportunities for us to understand each other better while we were not under pressure," shares Sabine.

3.2 The Thinking Environment™

At the heart of Nancy Kline's work is the assumption that the quality of everything we do is influenced by the quality of the thinking we do first. This formed a valuable foundation for connecting as a team while having fun with **MURAL**, delving into **Whole Brain® Thinking** (WBT) and exploring the neuroscience of gratitude. **The Thinking Environment™** is highly effective in a team context. One of the techniques is using a 'Round', which ensures that every voice is heard and everyone has an opportunity to contribute their thinking. Creating a **Thinking Environment™** was valuable for the Onsight team, as highlighted by one of the participants:

"Thinking pairs gives the thinker uninterrupted time to express thoughts and feel heard, which creates a relaxed and respectful environment. With rounds, having a set amount of time to talk allows the listener to build on the ideas and allows for better creativity."

"The biggest impact on the team was to learn about team thinking. Mel and Justin gave us practical tools to deepen our team thinking capabilities and how to become better listeners by aiming to understand rather than to only respond," shares Sabine.

3.3 The HBDI® Team Profile

Understanding their collective thinking as a team by unpacking the **HBDI® Team Profile** provided Onsite with a blueprint for high performance. It's a powerful reinforcement tool for continually improving a team's interactions, processes and results. With 13 reports and a variety of data sets to explore and compare, the Profile takes a deep dive into the team's composite thinking preference data. Team members gain a new perspective on how to recognise, access and apply their individual and collective strengths to reach the desired results.

We facilitated the **Whole Brain® Gap Analysis** using a walkaround to identify opportunities and goals as a team. The following four questions were asked:

Payoff: <ul style="list-style-type: none">• What do we want to achieve as a TEAM?• What are our team building goals?	Possibilities: <ul style="list-style-type: none">• Why are we trying to achieve it?• Why is this important?
Process: <ul style="list-style-type: none">• How are we going to achieve it? (Actions and resources required)	People: <ul style="list-style-type: none">• Who does it benefit/affect?• How does it impact them?

Whole Brain® Walkaround

"The shadow-side that we are all human and different in beautiful ways also resonated deeply. Understanding these differences when they perhaps affect us negatively, is a positive way to resolve tension," shared another participant.

The Team Effectiveness Dashboard™ is a 10-minute diagnostic that is used in conjunction with the **HBDI®** Individual and Team Profiles for greater team insight. It poses the questions; *"what are we paying attention to"* and *"what are we not paying attention to as a team?"*

This provided the team with immediate, actionable insights to help align their thinking and focus. Since it is more evaluative in nature, it is ideally repeated over time to compare the shift or change in focus as a team.



4. A Successful Journey

The Onsite team has benefited immensely from the journey. When asked what they loved, the team shared the following:



"For me what was interesting was realising that the thinking diversity in the team is actually a benefit and not an impediment and we should leverage that to gather a better perspective on things."

"I loved learning the backgrounds of my teammates and why they think the way they do."



"I enjoyed how we were able to communicate so well in the rooms, we were able to become closer as colleagues and as people."

"Thanks for everything, with your help, we were able to gain greater insight into our team members' personalities, ultimately bringing us all closer together."



"The Create Team are wonderful people who are full of wisdom, grace and energy. It was an absolute privilege to experience their process and to be guided by them. Everybody felt energised, positive and uplifted after our sessions."

We are all complex creatures. Partnering with the CreateConsulting team allows you to unpack complexities in a fun and easy-to-understand process that leaves you with practical tools to be more mindful of the people around you. The world needs more of this!" concludes Sabine.

5. Conclusion

We are passionate about the success of the teams we work with and are proud to have partnered with the Onsight team; helping them celebrate successes, enhance team trust, create a platform for healthy debate, improve thinking agility, and most importantly, to have fun!

ON SIGHT 

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**“Individually we are one drop.
Together, we are an ocean.”**

-Ryunosuke Satoro



Connect with us today:

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