



**Purposeful Teams™ transformationally supports the merger of three Executive teams at Agri-OFL and creates new energy, organisational focus and clarity on strategy**



AGRI Logistics Holdings group, a fully integrated supply chain service provider with over 100 years of collective logistics experience. Passionate and energetic partners add value and deliver an exceptional service by being innovative, creative and effective. [www.agrilogisticsholdings.co.za](http://www.agrilogisticsholdings.co.za)

**Background to the Intervention**

After a merger of Agri-OFL with two other organisations, it emerged that the different cultures and people issues were creating an ‘us and them’ situation, preventing the leadership team of eight executives from achieving strategic goals and delivering desired organisational results.

**Purposeful Teams™** was implemented to ensure that these executive teams, with their very different cultures and operational styles, emerged with a unified strategy, clear milestones, and role clarity in the newly-formed team. They needed to maximise their resources and build a clear sense of what they need to achieve and how to make that possible with the team they have.

**The team’s journey through Purposeful Teams™**

The **Purposeful Teams™** intervention begins with a powerful two-day workshop in which the team’s challenges, dynamics and dysfunctions are contextually addressed; strategy, actions and roles are clarified; and team members are activated and energised to fulfill their purpose.

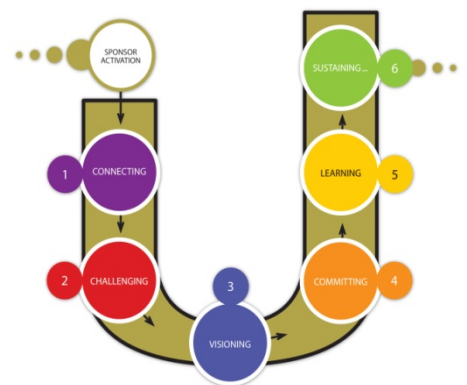
In the first two modules, **Connecting** and **Challenging**, all inter-personal team issues were addressed so that the team had real insight into their dysfunctions, both as individuals and as a team – and how each individual both served (benefitted) and disserved (was holding the team back).

At the end of day one they already felt more unified as a team and really understood the different value other team members brought – no matter how differently the other team member behaved. Some were extremely moved by the personal insights they'd gained around their role in the team's dysfunction. They were also inspired to discover how passionately they all wanted the same outcomes from their alliance.

The **Visioning** and **Committing** modules proved to be a turning point in the client’s business as the team moved from personal function and relationships to practical implementation and milestones to be achieved. The team, highly inspired by their common purpose, had the opportunity to process what this means in terms of strategic focus areas and the leadership required from them. As a result of these conversations, they decided in the intervention to merge two of the business units that they had kept running separately, and change the individual who was to lead the business forward in the MD role -- effectively removing their greatest stumbling block to effective teamwork. This enabled them to also gain greater clarity around roles and accountabilities.

The **Purposeful Teams™** intervention allows these conversations to unfold and lets the real issues emerge. The team completed a comprehensive plan of strategic priorities, task milestones and roles and accountabilities in the afternoon session that left everyone feeling that the goal was achievable, ambitious and yet very realistic – a catalytic step that is key to the success of this intervention.

*“Purposeful Teams™ was an amazing journey – what a challenge to bring three different companies, two of them previously competitors, and seven different entrepreneurial shareholders together and on the same page... and even more so to inspire all of us for the future together. Before the intervention I thought it was not humanly impossible.”*  
- Cecilia Landman, MD Agri-OFL Forwarding



**We asked: How valuable was the Purposeful Teams™ intervention in addressing your team challenges? Eight out of eight team members responded with the highest possible rating... “Transformational”!**



The final lekgotla bore testimony to the power of the magic of [Purposeful Teams™](#). Some team members who previously were highly functional (very intent on outcomes as opposed to relationships and people) were moved to tears by the transformation they'd experienced in themselves and their team. They unanimously agreed that the experience had been invaluable. They FELT like a team for the first time. They had a deeper respect and appreciation for

*"I believed Purposeful Teams™ was going to be a waste of time and money but went in prepared to give it a 100% chance and I am glad that I did so. I became more aware of the human side of my fellow workers and in some cases saw a totally different and positive person to the one I imagined I was working with! For me there was also a certain amount of self-analysis involved which, if done thoroughly, can be a very scary experience -- but for me it was a positive experience! There is no doubt that for me it was a Life Changing experience. I am very happy with fact that I attended and came away very satisfied with what I achieved personally and for my contribution to the Group as a whole.*

*- Agri-OFL Logistic participant*

their team-mates. They knew what to do, and what to expect from each other. After the initial two-day intensive workshop, [Purposeful Teams™](#) delegates return to the workplace to implement their new insights and commitments. Two half-day sessions follow at monthly intervals to ensure sustainability and empower the team to self-correct and stay on track.

In the follow up conversations, **Learning** and **Sustaining**, the team reviewed progress against strategy and commitments, reflected on their team learning and recognised changes that need to be made. The team were reenergised and refocused around their purpose, strategic priorities and personal commitments and planned for sustaining their effectiveness and engagement into the future.

#### Feedback on the facilitator, Renate Landman

*"I am truly grateful for the manner in which Renate handled our group. In the past we would have been at loggerheads about almost all issues. She managed to create a basis of mutual respect for each other. My purpose within the team/group is now clear to me, and I am inspired to add value to the company." – Agri-OFL Forwarding participant*

*"Renate has an amazing ability to let people open up. She creates an environment where people feel safe to share their true feelings, opinions and frustrations in a constructive way. Even more so her ability to let people want to participate is incredible, and the process allows all the voices to be heard." - Cecilia Landman, MD of Agri-OFL Forwarding*

#### About [Purposeful Teams™](#)

For organisations wishing to achieve strategic goals through the use of teams, [Purposeful Teams™](#) is a quick and powerful intervention that awakens effective team performance. Unlike other team development programmes, the Purposeful Teams™ intervention places the team within the organisational context, creating the space for the team to contextualise its reason for existence. Team members engage at the levels of the organisation, team and individual to make sense of task and relationship issues and to translate the team's purpose into excellent execution.

#### To what extent were the team's hopes and expectations met?

Clarity on direction - where are we going? **100%**

Honesty, openness and clear communication: **100%**

Clarity on roles and responsibility: **95%**

Meet and understand each other: **100%**

See the vision come together - align head, heart and hands, define our goals: **100%**

Find common solutions, tap collective wisdom: **100%**

Trust and transparency - remove barriers: **100%**

Leverage strengths - balance weaknesses: **91%**

Pave the way for success, financial gain and respect in the industry: **100%**

Unite the business/silos - how to run as one: **95%**

*"The energy, ideas and team spirit that came out during the intervention - and more important after the intervention - are something I am extremely grateful for. As a leader of the organisation it would have been impossible to move forward without the collaboration of all team members. The intervention is masterfully crafted and structured and I will certainly recommend it to any organisation that values their team and want them to be productive, focused and energised."*

*- Cecilia Landman, MD of Agri-OFL Forwarding*