



LEARN TO ACTIVELY BUILD A BETTER
TOMORROW BY BEING AN INSPIRATION.



YOU HAVE GOOD INTENTIONS.

You truly want to have a diverse team of people.
You want to be inclusive.

But it isn't going as you'd hoped.

Maybe you find that great diverse candidate, but they don't stay long.

Or, you had high hopes for your diverse, well-represented team of people, but they haven't achieved the results you see in other, less diverse teams.

You might be starting to question, is it really worth it?

I strongly believe diverse teams are worth it. Research shows they can be more innovative, keep customers more satisfied, accomplish more work faster, and increase revenue, quality, and profit. I have seen it myself, both in teams I am a part of or worked with.

But they often don't.

More than 82% of teams never reach these high performance results. Diverse teams are more likely to show up in this statistic.

Why?

Because there is a higher potential for misunderstandings, and they have different definitions of good (work, communication, leadership, ...).

**Diverse teams can achieve great results.
But they need help to get there.**

MEET SARAH



Sarah Wills Carlsson is an experienced leader in engineering automotive electronics development and a leadership coach who helps companies with global diverse teams improve performance by building confidence and leadership skills to be their best selves as effective and compassionate leaders and team players.

She started her career as a software engineer, but quickly found her niche in solving interpersonal challenges, rising through various engineering, program management, and operations roles.

She has been part of building two major engineering organizations in leadership roles including Chief Engineer and Module Team Director.

She is passionate about identifying, being and leading as one's best self, and bringing out the best in those she works with. This is also why she pivoted her career after more than 30 years in the engineering industry to coach diverse teams and become a leadership coach guiding up-and-coming talents.



THE 3 MOST IMPORTANT QUESTIONS TO HELP DIVERSE TEAMS ACHIEVE GREAT RESULTS

1 WHO?

The right spot in the boat.

You will reach the best results with the right person in each role. This includes thinking about both technical and functional tasks as well as soft team roles. Just as a Match Race team has different requirements for each position, a team will work best when both the tasks and roles are divided in a way that suits the team members' interests, experience, and competencies. We usually have an easy time dividing up technical tasks, but what about the many "soft" tasks that are necessary and often overlooked? As an integral part of defining the right spot, I work with the Belbin Team Role, which both helps people identify their own preferred team roles as well as gain insight on how their self perception matches the contributions others perceive.

2 HOW?

Communication, help & trust.

With distributed work tasks, efficient and effective communication is essential. Unfortunately, there are so many opportunities for communication to go wrong, especially in diverse, multi-cultural teams. Through understanding how we communicate differently, we can help prevent misunderstandings and have smoother sailing. Helping each other—by asking for, giving, and receiving help—is essential, and is an important spirit to recruit, measure, and reward, because we will only accomplish great things together. Trust is an essential base, but one unfortunately so often lost and never found. But by diving deep, we can often find common ground, discuss differences, and build and maintain trust. A core element of any Be a Better Team program is a customizable education and discussion on interpersonal, cultural, and organizational reasons that contribute to misunderstandings.

3 WHERE?

Team charter.

Just as a boat requires a chart and a compass (or in modern times, a chart plotter with GPS), a team needs a team charter both to guide to the final destination and define how it will get there. This used to be dictated from above, but the act of defining a charter, as well as aligning with key stakeholders, is an important journey for the team to make on its way to high performance. I work with teams to provide templates and an understanding of the core elements in a charter and often help them develop and fine-tune their charter over time to reflect their unique role in providing value to their stakeholders.

If your team or company is lost at sea, or just experiencing rough waters right now, I may be able to help you like I have helped many teams and companies before. Come aboard for a free consultation and see if we have a match!