

Case Study

Client Profile

Baum, Anensmeier & Talent, a marketing consulting company

Solution for Improving Collaboration and Communication Across Departments

Business Issue

BA&T, a Denver-based marketing consulting company, is a 35-person company modeled after professional firms that provide services such as law and accounting. It specializes in the high-tech, mid-tech and bio-tech markets, where clients turn to the firm for qualitative and quantitative market research, insight, branding, and go-to-market plans.

According to Mary Baum, BA&T's President, they sought a direction and guidance in how to better collaborate internally—within departments and across departments. They also needed a language and framework that everyone in the company could understand, share, and buy into.

The Solution

Dent worked with BA&T to create a vision statement that comprises an agreed-upon set of beliefs about who and what the firm is. Beginning with two and one-half days of offsite meetings, Dent helped BA&T department heads articulate agreed-upon expectations and understand how to kick-start the process of defining what a vision is, the terms involved, the approach and methodology. Dent was present for the first day; for the remainder of the meetings, the firm mirrored the process he used for the rest of their group.

"I'm not sure we really knew what we were looking for, but Stephen Dent said we were looking for partnering. He helped us redirect our language more toward developing relationships where everyone wins."

- Mary Baum, President

“We suddenly became aware of what made us successful as a team—what the components are and how to replicate them. You can’t partner with somebody else effectively until you know yourself more completely,” states Baum. “This is a group of bright people who have been working together for years, but we discovered that almost everyone had an internal vision that hadn’t been enunciated.”

“Stephen took us through a set of metrics that help you think about yourself. You learn about what you bring to the table. Now we come together as a group knowing ourselves.”

- Mary Baum, President

Results

The firm now has a shared knowledge about how to communicate effectively. The staff “took to the process provided by Partnership Continuum like ducks to water,” according to Baum. “It has given us a language and way of relating. A receptionist commented, ‘Now we understand what we do.’” Moreover, people at BA&T are getting feedback from each other. There is more sharing and more open behavior because they understand how important it is in order to work well.

Long term, Baum sees the positive impact on the firm continuing. “We will build on what we’ve become. This will be a better and more functional place to work. We have a more efficient group of people producing more effective products for our clients.” In addition, the firm believes that its new partnering language and parameters will facilitate hiring the right people because there is now a better way to pre-qualify applicants for the specific behaviors and experience that will add to the firm’s competency set.

In the twenty-first century, businesses that develop, sustain and profit from partnerships faster and better will attain organizational success. At the core of any successful business are people. After all, businesses don’t partner; people do. Developing the partnering intelligence of your people is what we do.

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