

# Case study: Change. Teams. Collaboration.

About  
Waterfield

“We are in the business of facilitating the development of organisations’ growth strategies, partnership alliances and how to continually evolve their business model to remain resilient and thrive.”

- Kevin Nuttall, Director



The process

- Team members completed the resilienceflow® assessment. They did this twice, 12-months apart. This process is referred to as a re-test.
- Team members also completed the motivationflow® assessment.
- In all instances, development reports were fed back 1:1.
- 2 x facilitated team sessions were run via Zoom. 12-months apart.
- Corresponding team and development reports were used.

Key dates:

What follows are the words of the team at Waterfield.

“We recognised Covid-19 was an existential threat to our business. We needed to ensure our people and our business not only survived this crisis but was also able to learn rapidly and thrive in a Covid and Post-Covid world. This meant we needed more knowledge about our team and how to remain strong and capable to transition to a new business model delivering in virtual workshops.”

- Kevin Nuttall, Director

April 2020

- resilienceflow® completed
- Reports fed back
- Team session

“During Covid-19 there was a lot of uncertainty. Uncertainty about what we were facing as a world, country, community, as a business, employer, and as families and individuals.



resilienceflow® was a great way of checking in with ourselves as individuals and checking how we were doing as a team. resilienceflow® gave us insights and language for our day-to-day and under pressure thinking and performance.”

- Fiona Nuttall, Director

## Reflections

“To do the test was quick and easy. When I got the results, it showed that I was managing at a day-to-day level, but I was pushing so hard when things got tough. This insight enabled me to make changes in my behaviour.”

- Aidan Nuttall, Head of Growth

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## Key Dates:

## The words of the team at Waterfield.

“The test and re-test process was simple and efficient. It was valuable to see that the team, after 12-months, had settled down after navigating the immense uncertainty that the COVID crisis threw at us. It is encouraging to see we have the ability as a team to self-heal and remain resilient during what is probably the most significant threat we have ever faced.”

- Kevin Nuttall, Director

“It was useful to have completed resilienceflow® 12-months apart to compare results.”

- Maureen Ngan, Operations Manager

### March 2021

- 12-month re-test
- Reports fed back

“Comparing the results 12-months apart showed how the organisation can shift. This was relevant because of the external factors with Covid-19.”

- Shona Wilson, Communications and Marketing

“Having done the test again I can see the improvement in what I have been working on, but I still have areas to work on.”

- Aidan Nuttall, Head of Growth



“I liked the feedback and self-awareness that resilienceflow® gave me especially during the uncertainty of the Covid-19 upheaval and the pivoting of the business.”

- Fiona Nuttall, Director

### April 2021

- motivationflow® completed
- Reports fed back
- Team session

“The motivationflow® assessment provided me with a BFO (blinding flash of the obvious), that I am very privileged to be doing work that I love while working with a lean, highly motivated and professional team.”

- Kevin Nuttall, Director

## Reflections

“Using the motivationflow® development report, it was visually evident that under pressure I am highly motivated by purpose, growth, recognition and collaboration.”

- Shona Wilson, Communications and Marketing

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The words of the team at Waterfield.

“motivationflow® helped to show and articulate the driving values that underpin the reasons why the team works well together and how we can continue to achieve great results.”

- Fiona Nuttall, Director

“The development report was detailed. The charts made it easy to make sense of the findings.”

- Shona Wilson, Communications and Marketing

“The team session was useful for everyone to understand the results and how we can improve our working relationships.”

- Maureen Ngan, Operations Manager

“My learnings: I was pleasantly surprised that I am mostly in the flow zone and that our team works well under pressure. We also discovered that we were stretching in some areas and that we should bring awareness around burn out when stretching for extended periods of time”

- Shona Wilson, Communications and Marketing

**“Team sessions were fun, online, personable and interactive.”**

- Shona Wilson, Communications and Marketing

“The process highlighted areas where I could improve/work on to ‘grow’ and ultimately add more value to the team. I got insights about the team members which helped me understand them better. Easy to complete.”

- Maureen Ngan, Operations Manager



“Taking time out as a team was valuable as we uncovered gaps and spoke about our future potential. Spending time to focus on, what is often considered ‘intangible’ areas led to meaningful discussions on how Waterfield operates and the best way to utilise the team.”

- Shona Wilson, Communications and Marketing

“The motivationflow® assessment was significant for me at a personal level. I realised I have built a highly professional, self-motivated and autonomous team that does not need to be managed. I equally learnt that what motivates me is delivering value to our clients and not necessarily growing or managing a bigger team.”

- Kevin Nuttall, Director

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The words of the team at Waterfield.

“The team session was particularly useful as it gave us the process and opportunity to step through facilitated conversations, we would not otherwise have had. It gave us the language and the voice to say things and be heard constructively and safely.”

- Fiona Nuttall, Director

“The ability to review your individual feedback and then assess as a team was very valuable. Almost like a puzzle. You could see how your contribution fitted into the wider picture. This in turn created more connection and focus for the whole company. From the team sessions we implemented a number of new ways to help build resilience and effective communication within the business.”



- Shona Wilson, Communications and Marketing

“flowprofiler® is a great tool to get a better understanding of self and team. It has helped us clarify and articulate, for ourselves and the business, our future direction and strengths as a team and individuals. It has allowed us a common insight and the language to have conversations not previously had. The process has given voice to fundamentally important issues for the future of the business.”

- Fiona Nuttall, Director

“The team session for resilienceflow® was very useful because the whole company was able to discuss change. The Zoom breakout rooms really allowed for in-depth dialogue and opened discussions that would not have normally been broached.”

- Shona Wilson, Communications and Marketing

“No person is an island. Having a view of everyone around me helped me identify why interactions played out the way they do. We all got an appreciation of how everyone worked, and we got some concrete actions to improve how we support each other.”

- Aidan Nuttall, Head of Growth

“Everyone feels like they have been engaged. We all understand each other's drivers but also how we as a group can support them. Change is always difficult but knowing others care and are trying to work with you builds a lot of tolerance. Good pre-work for my personal plan as it unpacks your drivers which can help guide what and how you want to work. Personally, I got an insight that my unbiased is high. Professionally it sets me apart, but it shows me the learning in how to be able to turn it on and off.”

- Aidan Nuttall, Head of Growth