# Squadify

# New research gives team leaders a fresh approach

Teams are the key unit of value for today's organisations. Only teams can move fast to meet changing customer needs and bring together the broad capabilities of the organisation. But research shows that 59% of teams under perform and team leaders can find it hard to figure out why.

The good news is that new research from LIW and London School of Economics points to **three** drivers of team performance. These provide team leaders with a simple, yet powerful, approach to optimising their squads.

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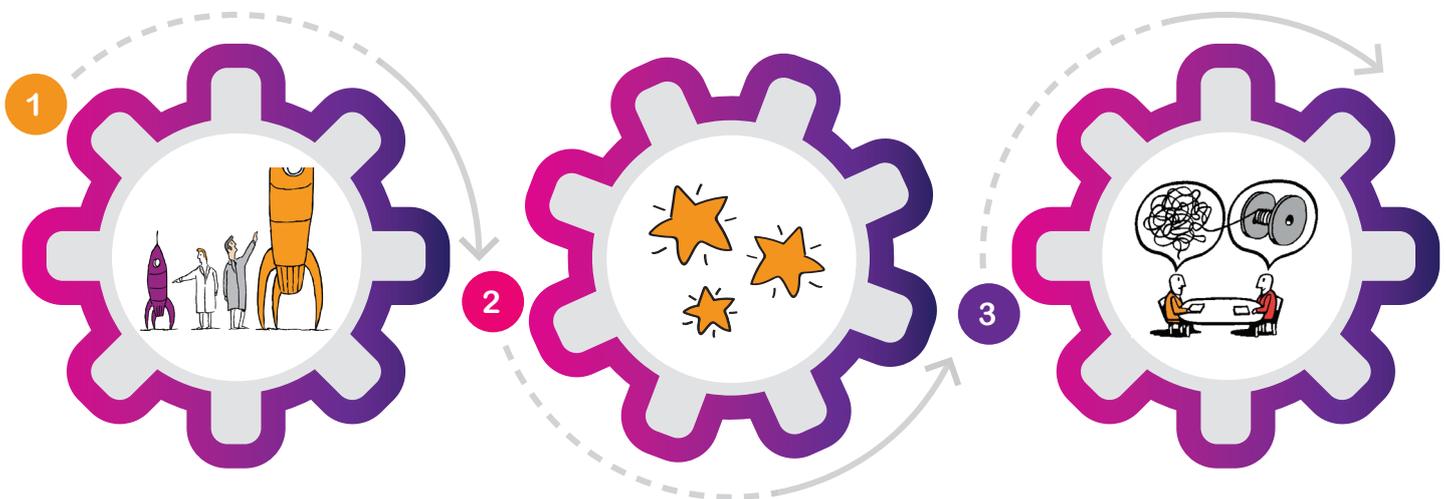
## High performance needs the conditions for success

Team performance is strongly correlated with the presence of three key conditions:

- **Clarity** of direction and roles
- **Climate** which supports your team
- **Competence** to succeed

## A star team beats a team of stars

Traditional focus on **Competence** misses the biggest opportunity – **Climate** and **Clarity** are the strongest drivers of team performance: these are the conditions that turn a group of individuals into a squad.

Great individual contributors won't cut it!

## Squads that don't align don't perform

Teams that don't agree on what they are doing or how to do it perform less well than teams with a shared view of the team.

The key to performance is to get the data and talk about it to build a consistent view.

## Get together and get stuff done with Squadify

The LSE research was based on data from Squadify, an Australian native that is taking the world by storm. From Sydney to Silicon Valley, this simple digital tool is helping squads to get a shared, data-driven read on themselves so that they can have the right conversations and focus their effort to drive performance.
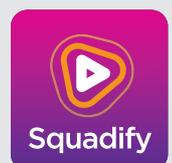
**Squadify**

## Squadify case study

An executive team in a global healthcare company halved the variation in their views and ramped up performance in a year, turning around stagnant sales to deliver double digit growth two years in a row.

**Sign up today for a free trial and Squadify your team! www.Squadify.net**