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# Creating Alignment

Account Management & Ops

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[www.swopelight.com](http://www.swopelight.com)





# Worth the Effort?

*Effects of poor inter-team communication & collaboration*

- It's costly - ~\$26.4k per employee/year\*
  - Poor client service
  - Loss of credibility with clients
  - Inefficient processes
- Low employee morale

\*Holmes Report, 2011





# Strategy #1

*Align Incentives  
and Leaders*

- Client retention
- Client satisfaction
- Operational efficiency
- Financial performance

*EVERYONE'S RESPONSIBILITY*



# Strategy #2

## *Overcommunicate*

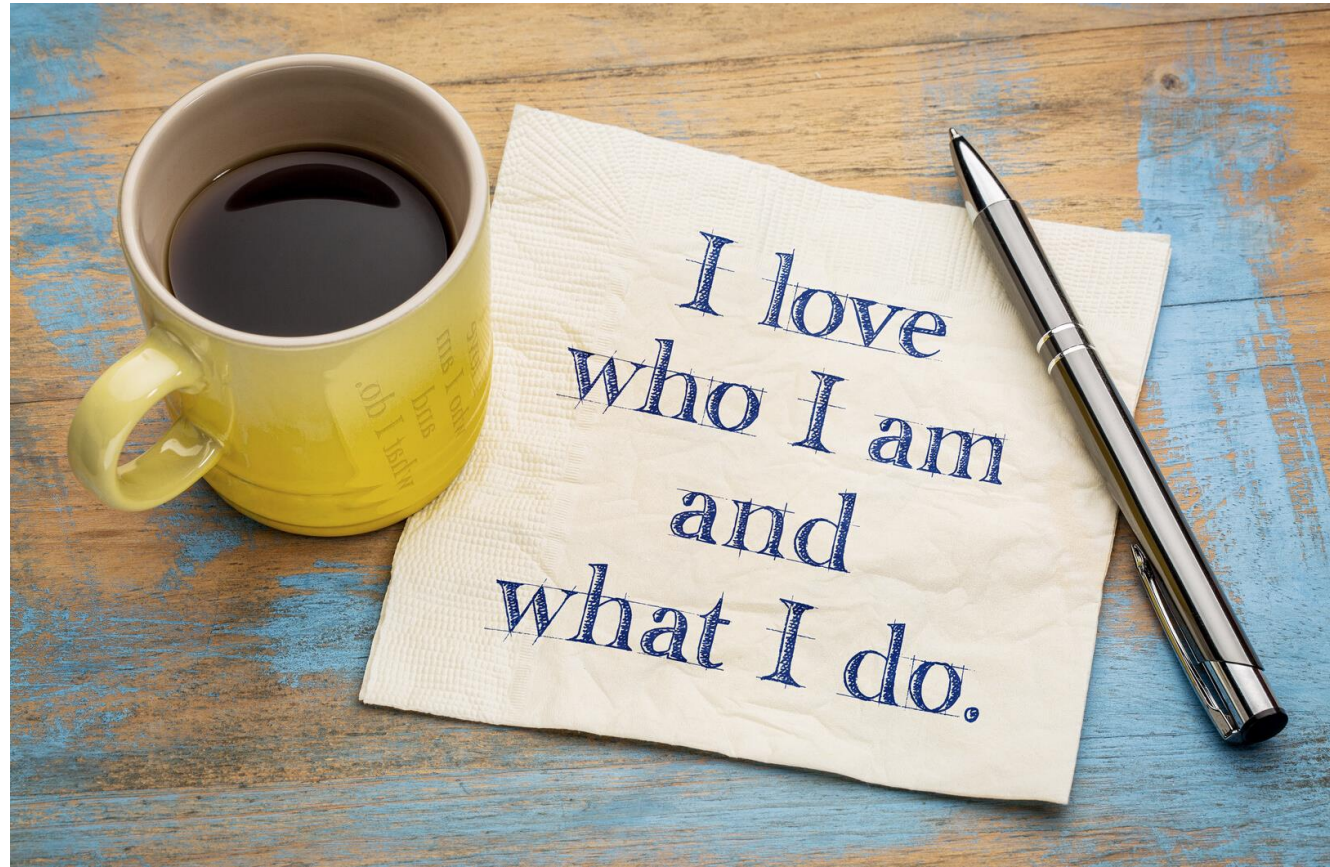
- Avoid making assumptions
- Pick up the phone
- Seek first to understand

Then to be understood:

- Speak your truth







# Strategy #3

*Shut down negativity*

*"When our organization rewards armoring behaviors like blaming, shaming, cynicism, perfectionism and emotional stoicism, we can't expect innovative work. You can't fully grow behind armor. It takes a massive amount of energy just to carry it around – sometimes it takes all of our energy."*

**– Brene Brown, Dare to Lead**





# Strategy #4

## *A Day in the Life*

- Lunch & Learns
- Leadership in the Trenches program
- Client ride-a-longs





# Strategy #5

## *Create Connection*

Be intentional about building relationships

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- Offsite retreats
- Periodic social engagements (lunches/happy hour)
- Invest in F2F - it's worth it!

Be intentional about building trust

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- Be authentic and share your struggle
- Own your mistakes



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