



Creating Alignment

Account Management & Ops

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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

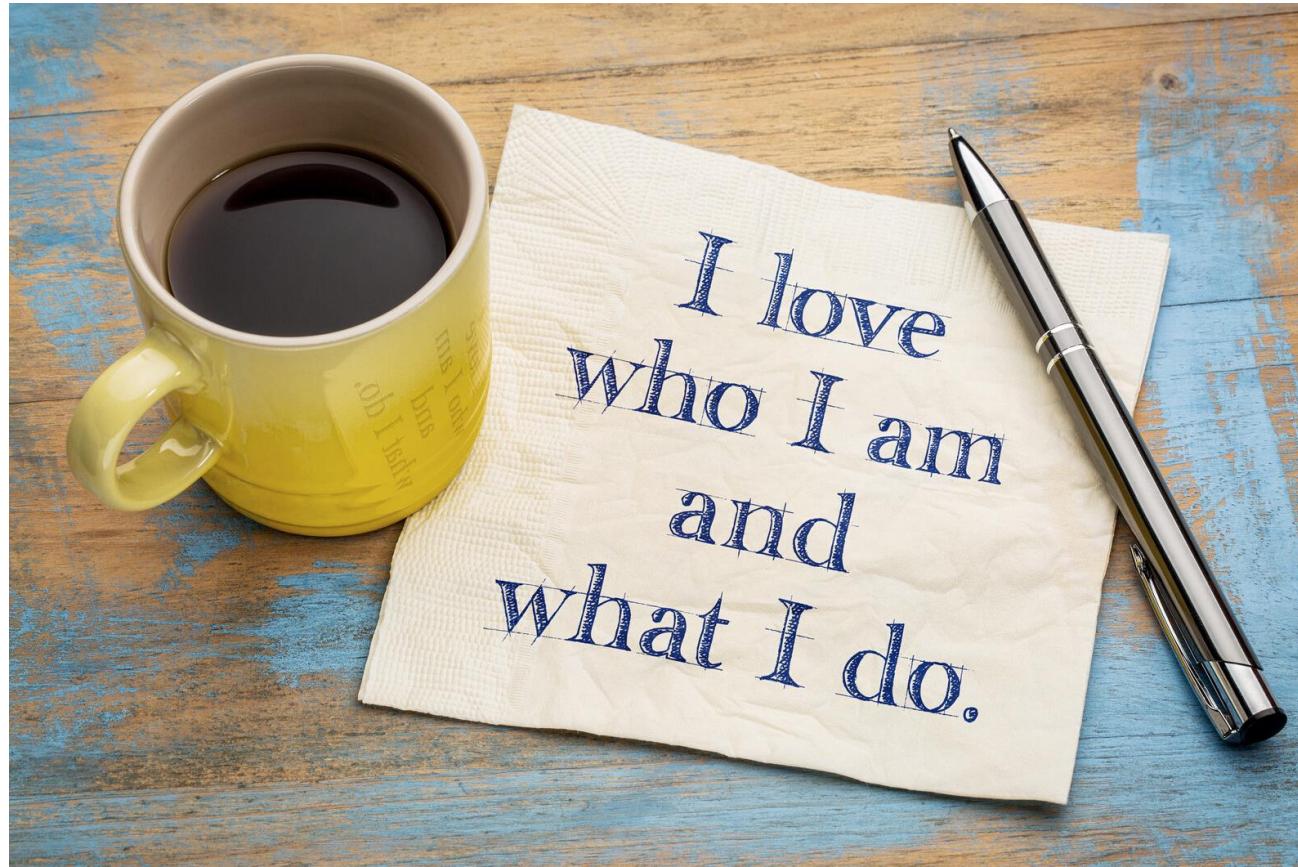
Overcommunicate

- 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

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

Be intentional about building trust

- Be authentic and share your struggle
- Own your mistakes



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