

## EMERGENETICS CASE STUDY

# Achieving Productivity in the Management Team



## Overview

### Company

Simmons SEA Pte Ltd

### Industry

Technological Innovation for  
Bedding Products

### Participants

Profile Managers

### Challenges

- Ineffective meetings
- Limited participation and contribution from participants

### Goals

- Increase engagement
- Achieve meeting goals

### About Simmons SEA Pte Ltd

Simmons is a world leading company specialising in bedding products, committed to helping consumers attain a higher quality of sleep and supporting its mission through a Better Sleep Through Science® philosophy.

## THE CHALLENGE

Engaging the Management Team and having them to participate in their Annual Strategic meetings was important for Simmons SEA Pte Ltd. However, they faced challenges in knowing how to go about doing this effectively.

It was observed that while some individuals would appear disinterested or even be stressed out whilst attending such meetings, a handful, usually the more vocal ones, would participate actively.

Simmons SEA saw that not being able to leverage the power of the entire team, the desired outcomes of such meetings were often not met. This in turn, has hindered its potential to grow as a company.

## GOALS TO ACHIEVE



### Increase engagement from the management team

Ensure full participation of every team member in meetings.



### Achieve meeting goals

Ensure the management team effectively completes a 3-day strategic meeting session and meet its goals.

## HOW IT BEGAN...

Casey Teh, Managing Director of Simmons SEA Pte Ltd, needed to find a way to engage his managers, so that the meeting would be productive and reach its objectives.

It was then that Emergenetics was introduced to him.

Decision makers were invited to an Emergenetics preview session, in which they learnt what Emergenetics was and how it can be applied to the workplace.

With that, they decided to enroll the management team for the signature Emergenetics Workshop so that they could discover their thinking and behavioural preferences.

## THE JOURNEY

### Preview session for decision makers to learn:

What Emergenetics is  
How Emergenetics can be used in the workplace



### A signature 1-day Emergenetics workshop:

For management team where each member had his/her own Emergenetics Profile



### Use of Emergenetics during meetings

## WHY WAS EMERGENETICS CHOSEN

Emergenetics was chosen because:



Easy to understand and use among colleagues



Can be easily applied in the workplace



Useful in improving management team engagement

## REALISING THE DIVERSITY OF THE TEAM

Through the workshop, the team was able to appreciate the diverse make-up of their team, and began to understand why members of the team behaved and thought in certain ways.

There was also an understanding of the team through the Combined Group Report and Dot Graph. This allowed Casey, to then structure his meetings in a more effective way to bring out the strengths of his team.

## HOW WERE GOALS ACHIEVED?

The Annual Strategic Planning meeting for the management team was run every September for 3 days.

It had 4 segments to cover:

1. **Strategic review for the next 3 years.**
2. **Come up with a business plan.**
3. **Brainstorming of ideas.**
4. **Budget planning for the next year.**

Throughout the meeting, Emergenetics strategies were used to help make the meetings productive:

### Remembering Their Profiles at the Start of the Meeting

At the start of the meeting, Casey Teh, who was certified in Emergenetics, conducted a session for the managers to remind them of the 7 thinking and behavioural attributes and their personal Emergenetics Profiles.

**IMPACT:** This helps to frame the meeting in a positive light and help remind each individual the importance of teamwork and communication.

### WEteams for Brainstorming and Action Planning

During the brainstorming and action planning sessions, the team was divided into *WEteams*. Each *WEteam* consists of a mix of the different attributes.

**IMPACT:** Everyone is involved in the discussion; contributing and participating actively to the sessions. Every member also had a chance to present and share their unique perspective and ideas to the whole team.

### Adding Fun to Meetings

To help make meetings more engaging, the team ensured there were more hands-on activities during the meetings.

Activities include:

- Brainstorming
- Presentations, both group and individual.

This was done 4 times with different topics. Each time, members within a group would exchange roles to write on the flip-chart, present, and time-keep.

**IMPACT:** This results in excitement amongst the staff members and increases communication

### OVERALL IMPACT

At the end of the 3 days of the Annual Strategic meeting, everyone would have had the opportunity to present, speak-up, and share their thoughts and ideas.

**During brainstorming and action planning sessions, the team was divided into intact WEteams which consisted of a mix of the different attributes. This allowed every member of the team to be involved and contribute actively to the sessions. Every member had a chance to present and share their unique perspective and ideas to the whole team.**

**“Emergenetics enables effective communication with positive outcomes.”**

- Casey Teh,  
Managing Director

### THE IMPACT



#### Increased motivation to attend meetings

Members from the management team were more motivated to attend meetings, especially the Annual Strategic Planning meeting.



#### Increase in contribution and diversity of ideas

Those who were not expressive before, spoke up and started to contribute more to meetings.

There were more diverse ideas and contribution in the company.

### WHAT DID THEY DO DIFFERENTLY?



#### Became Certified in Emergenetics Profile

The managing director of the company was certified in the Emergenetics tool.

This has helped him to be more intentional when leading the meetings.



#### Form small, intentional teams

Instead of opting for random groupings during meetings, they were grouped into intact WEteams that was well-rounded in thinking and behaviour.



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