

EMERGENETICS SUCCESS STORY

Turning Conflict into Collaboration: How MARG Helped a Hyperlocal Commerce Pioneer Build Stronger Teams



The Challenge

A leading innovator in India's hyperlocal commerce industry—known for their food delivery and quick commerce services—approached MARG while setting up one of its major hubs in eastern India.

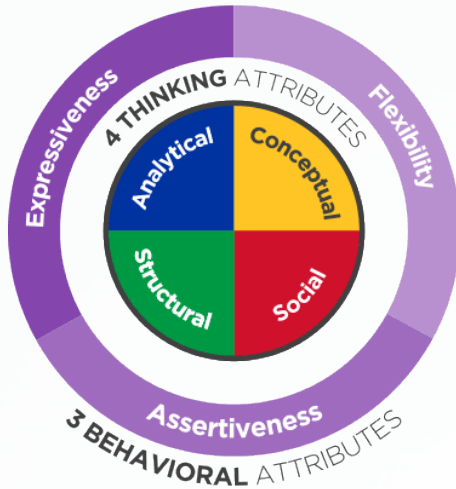
The company faced a visible and disruptive stalemate between two regional leads—one overseeing the platform, the other heading sales. The visible rift between them inevitably cascaded into the teams they led, creating tension, poor collaboration, and fractured communication across the hub.

The organisation's leadership identified "conflict resolution" as the immediate need, but MARG perceived that the problem had to be addressed at its root: understanding differences in thinking and communication styles to create lasting alignment.

The Approach

MARG began by building trust at the top. Our facilitator held one-on-one conversations with each leader to secure their openness to the process and willingness to support any intervention proposed.

We then introduced the Emergenetics® Assessment for both leaders and their teams. The assessment revealed that the two leaders had starkly different ways of thinking, working, and problem solving.



The Intervention

1. Leader Debriefs:

- Created self-awareness about individual thinking preferences and behaviours.
- Helped each leader understand how they were perceived by the other.
- Brought clarity on why they struggled to work together.

2. Team-Wide Workshop – “Meeting of the Minds”:

- Combined experiential activities with facilitated discussions.
- Built awareness of self and others’ working styles.
- Equipped the teams with strategies for better communication and collaboration.
- Encouraged leveraging each other’s strengths for collective success and appreciating diversity in thought and behaviour.



The Outcome

The process shifted the dynamic from conflict to collaboration:

- The two leaders gained mutual respect and understanding, replacing friction with constructive dialogue.
- Teams began working together more effectively, improving overall hub performance.
- The intervention laid the foundation for sustained, healthy working relationships across functions.

By uncovering how people prefer to think, behave, and communicate—and teaching them to appreciate differences as strengths—MARG turned a damaging stalemate into a win-win situation for all.

When people understand each other's strengths, they stop competing and start completing each other.

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