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BUSINESS

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Company trains workers to aid communication

Wednesday, November 23, 2005

By KATIE GRASSO
Courier-Post Staff

CHERRY HILL

Facing the challenges of a rapidly growing company, Mike Doyle knew he had to create a working environment that attracted talented employees. Doyle, president of Eastern Research in Moorestown, saw the 28-employee company in the late 1990s grow to employ 265 people today.

In a proactive approach, Doyle sought employee training that not only created better employees, but better communicators. Doyle contracted Team Builders Plus in Cherry Hill to train every employee who comes to work for the communications networking company.

Team Builders Plus conducts coaching and leadership training as well as individual training and assessments. Founders Jeff Backal and Merrick Rosenberg said the No. 1 reason people leave their job is not because of the company, it's because of their manager. And, a key reason employees are fired is because of the way they work with others. Eastern Research, Campbell's Soup in Camden and organizations around the world have used Team Builders to train their employees to enhance communication, cooperation and in the end – the bottom line.

For Eastern Research, Team Builders assesses each new employee by using the DiSC Behavioral Styles method. Employees answer a list of questions and then see into which behavioral category they belong.

"We generate reports from this profile that are so specific," Rosenberg said. "Almost always people say, 'oh my God, this is me' when they see it. It's one of the most accurate assessments."

At Eastern Research, these personality profiles are open to all employees, so they can see if they're working with a "Dominant," "Influencing," "Steady," or "Conscientious" person and take their style into consideration when they work with each other.



Photo provided
Eastern Research employees Annamarie Monaco arm wrestles with Brian Long as part of a partnership exercise developed by Team Builders Plus of Cherry Hill. Merrick Rosenberg of Team Builders Plus watches them.

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They take the process a step further by surveying employees about trust and communication issues and work one-on-one with managers in order to help them change or grow into a strong leader.

But does labeling an employee's personality by using four categories accurately portray that person? Rosenberg and Backal say most people are a mix of the categories but tend to be dominant in one behavioral style. And understanding their employees' styles helps leaders create a positive working environment.

"This shows leaders that you have to lead people the way they want to be led," Rosenberg said. "They can create an environment their employees will want to thrive in."

For the duo behind Team Builders Plus, this is the difference between someone being just a good manager or a good leader – they try to create both.

"A manager sets goals, procedures and deadlines but a leader coaches people, helps them grow and is concerned about morale," Rosenberg said. "They create environments where people are loyal." Reach Katie Grasso at (856) 486-2478 or kgrasso@courierpostonline.com

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