



# OPTIMIZING THE 12 DRIVING FORCES® TEAM REPORT

*How might you look at the results of the team report, and create some thought-provoking questions around the results to better optimize the value of the report for your client?*

## PRIMARY

## INDIFFERENT

<b>1</b>	How are these top drivers defining your company culture? Does your company mission statement reflect them by chance?	<b>1</b>	Are these drivers potential blind spots that could be sending the wrong message to your market share? If so, what can you do to mitigate it?
<b>2</b>	How might you leverage these drivers to build on team collaboration? Focusing on and optimizing the team strengths will energize your team which can lead to less stress, and increased morale and productivity.	<b>2</b>	What approach might you implement to bridge differences among team members so as to minimize any conflict they may be experiencing and work toward improving the team's overall ability to work more productively together.
<b>3</b>	Are these primary drivers well aligned to your overall company goals? How might you optimize them to meet or exceed your goals?	<b>3</b>	Are these potential blind spots negatively impacting the organization's ability to meet its overall objectives?
<b>4</b>	What might you do to focus on these top drivers to build future business strategies for the organization? They may be the "secret sauce" to not only sustaining but increasing your company's future success.	<b>4</b>	Is company communication being created and delivered without taking these indifferent drivers into consideration? Being mindful to avoid "Words that Don't Work" could send a more positive message that will be better received, and in turn, create a more positive environment.