

SKYLINE G

Sendbird improves interpersonal understanding and team cohesion with the help of Skyline G.



CASE STUDY

SITUATION

Sendbird, an in-app chat, voice, and video provider underwent a major reorganization that resulted in the formation of the Global Revenue Leadership Team, the highest levels of Sendbird's leadership across sales, customer success, and revenue operations. During this hyper-growth period, Adriane Maron, Global Head of Revenue Enablement at Sendbird, wanted to figure out how to work together as a high-functioning team.

"I was familiar with several coaching firms, but this time I was looking for something unique," said Adriane. "I needed a firm that would get our people to be vulnerable and push them out of their comfort zone."

SOLUTION

To help Adriane meet her objectives, Skyline G designed an all-day team-building session for Sendbird's Global Revenue Leadership Team. During the session, Skyline G used the Enneagram, a personality tool, to build more understanding of each person's underlying motivations. The Enneagram also revealed how those motivations differ from person to person, thus impacting team dynamics.

"I believe that over time, we'll see fewer cycles of bickering and back-channel conversations," said Adriane. "Instead, our team will be more direct and honest with our conversations and we will experience less friction."



CASE STUDY SUBJECT:

“The team-building session with Skyline G was so successful that the rest of the revenue organization is interested in having a similar session.”

ADRIANE MARON,
Global Head of Revenue
Enablement at Sendbird

BENEFITS & RESULTS

- **GREATER INTERPERSONAL AWARENESS.** The leadership on Adriane's team is action-focused. However, it has team members who are thinkers and feelers. Knowing that helps leaders work with and manage the team.
- **IMPROVED COLLABORATION.** Adriane's team is more collaborative because they have a better understanding of the personality types of other members.

