



business and team effectiveness services



Can you assess the role of culture in the success of your business? Research finds that culture is the most important factor in building (or destroying) value for all stakeholders in your business. It is the deepest lever driving your team's behavior. Does your culture support your strategy? The evolving business environment is beginning to recognize sustainable business strategies as superior for value creation when compared to traditional competitive business strategies. Many strategies and missions fail because the team or organizational culture is either not supportive of them, or is outright dysfunctional. We see the role of leadership as creating an environment that allows diverse stakeholders touching your business to thrive.

OUR SERVICES

Experience and training obtained through the Harvard Business School resulted in the creation of a model of team effectiveness that OTB Advisory uses to connect your mission or strategy with the cultural norms. Your culture is the set of unwritten rules that, while unwritten, must be defined and enforced. We work with leaders and teams to resolve dysfunctional team dynamics and practically implement the model of team effectiveness.

Missions and Strategies

- Development of purpose-driven missions that connect the what and the why
- Mission exposure and team relaunches to validate the mission and generate genuine engagement
- Development of mission-critical strategic objectives

Team Effectiveness Services

People are paid to perform, and are driven to make an impact. Culture and purpose drive people in ways that business leaders must both understand and practice.

We help leaders develop and mentor teams. We spend time one-on-one with team members to build diversity, psychological safety, accountability and critical thinking.

- Advisory services to leaders who desire to implement the model of team effectiveness
- Development of team "cultural mirrors" to assess team dynamics and current cultural norms
- Development of cultural playbooks that are supportive of mission and strategy (through consensus)
- Change management and training
- Mentoring, coaching and confidential surveys and interviews
- Team structuring and restructuring

An effective business culture is a complex system that requires bridging the past and the future in ways that allow people to thrive at each pivot point. OTB Advisory employs a caring, thoughtful approach that combines depth; understanding of needs, motivators and stress behaviors; and a highly practical and strategic lens.

ABOUT OTB ADVISORY

Elena Bowes founded OTB after more than 20 years of working for several multinational accounting organizations. Using all of her knowledge and developing her own unique methodologies, she created OTB to realize positive change and out-of-the-box thinking for each client, helping them to reach their potential, strategically adapt to changing markets, and achieve sustainable growth.

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