

## A key ingredient to success - which needs attention!

Nearly every business, function and team is looking for an edge to boost their performance and help retain staff, particularly in a challenging economic climate. Recent analysis of Squadify data collected over the last three years and involving over 30,000 team members, suggests that many business leaders and their teams are neglecting a key success factor. And it is one which could increase their risk of underperformance, disengagement and employee turnover.



Whilst **burnout**, retention and engagement grab the attention, Squadify has found that recent data shows a growing ( and concerning) gap in 'clarity' within teams.



**Clarity** is the term used that helps team members, in organisations of all size, to know their direction: why the team exists, what they are trying to achieve, how they will achieve it etc.



Analysing over a million datapoints on teams operating through the pandemic, the new data examines how well teams and small businesses are **emerging from it**.



The research shows that **business and teams** went into 'survival mode' in 2020, doing all they could to adapt and transition to virtual ways of working.

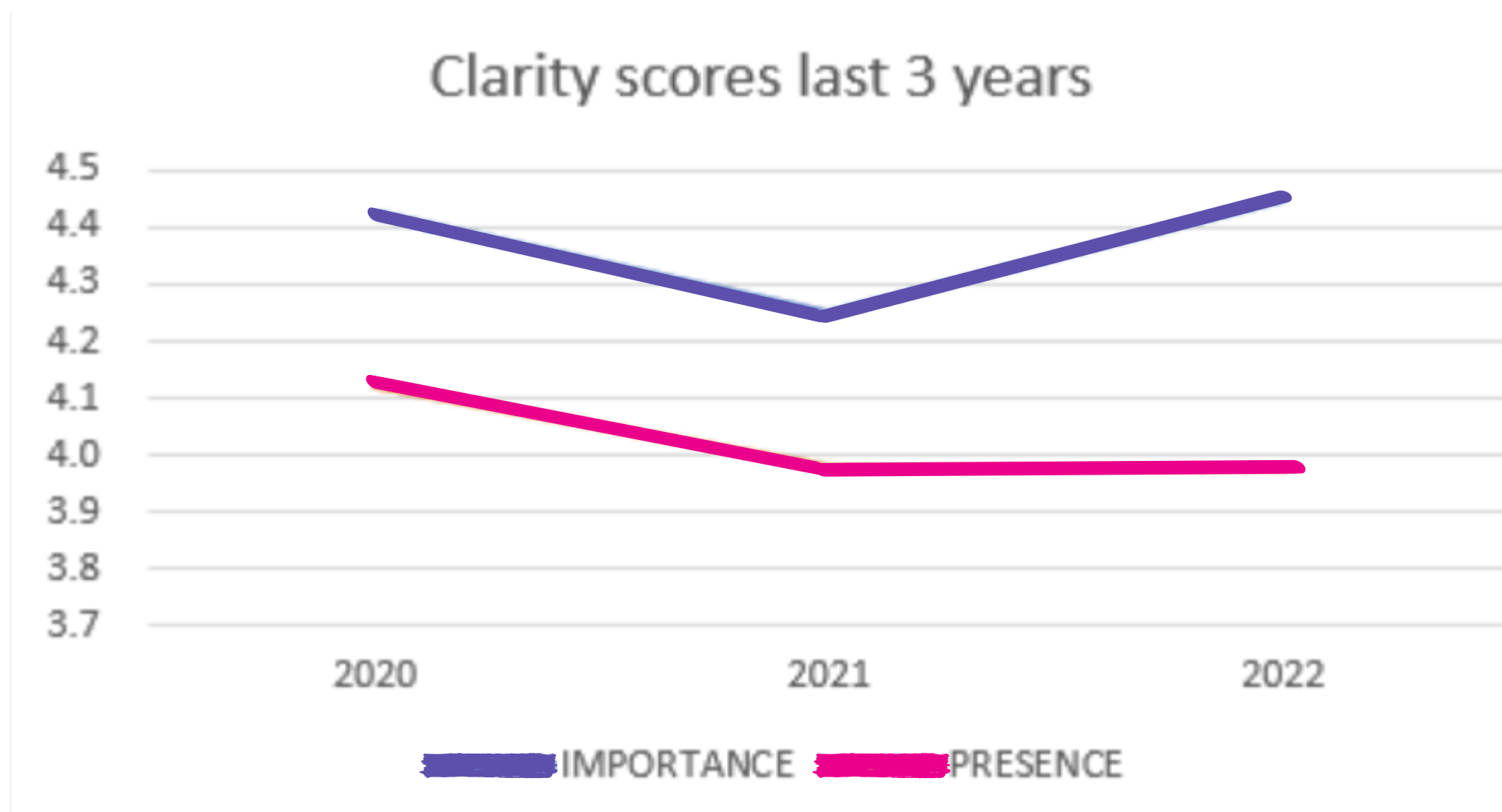
### Clarity of future vision was the casualty

Goal-setting and planning activities were replaced with the more immediate and tactical needs of virtualised working and keeping small businesses afloat.



**However**, in 2022 as organisations began to emerge from the pandemic, the need for planning and direction-setting became increasingly important within the teams. The worrying observation (as the chart below shows) is that, while the need and desire for clarity is growing, clarity itself has stayed flat. The gap between what teams were wanting in terms of direction and what they were experiencing has increased by 69% in three years.





*Emerging from the pandemic, team members see Clarity is becoming more important, but the actual clarity they have has remained flat.*

Our observations seem to show that the pandemic has left businesses and functions stuck in a **bit of a rut**, focused on the task in hand and tactical priorities, even though team-members are clearly wanting to see how what they do is connected to a more inspiring goal. **For leaders** to get everyone clear and onboard is absolutely crucial to success, and **ignoring it just increases the risk** of underperformance when many organisations are already under pressure.

**However**, teams that have bucked the trend and doubled down on creating real clarity in their teams have seen positive results. As indeed those teams that can diagnose the issue and take steps to close the gap.

An example of how this has played out is with **Owen Finegan**, a former Australian Rugby Union player, who is the **CEO of The Kids Cancer Project**, supporting childhood cancer research. Owen focused his team of twenty on building a shared vision and improved his team's **clarity by over 30%** and in turn, **doubled his fundraising in one year**.

**Some steps to help leaders and their teams gain more clarity might include:**

- **Getting clear** on why your work was important
- **Setting clear goals** for the organisation
- Create a '**Clarity on a Page**' document for the business to increase employee engagement
- What's your '**light on the hill**' (what are you aiming for?)

Whether the downturn lasts or growth returns, organisations across the globe will face challenges delivering results in the coming years. Ensuring that every team is aligned and has high levels of clarity is something that the team members want. And its proving to be a must-have for success.

Squadify supports teams and leaders to outperform in todays working world.

Contact us today to see our range of products and services how we can support you, your teams and your business to thrive.

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