



How One Leader Broke Down Silos and Created a Shared Mission

With the goal of improving collaboration, this leader recognized the importance of creating a strong sense of purpose, defining core values, and treating each employee as an individual.

ABOUT HUBBARD RADIO WEST PALM BEACH

Hubbard Radio West Palm Beach is a full-service media company with legendary radio stations and cutting-edge digital solutions. They serve the Greater West Palm Beach and South Florida communities and offer a menu of marketing services including radio, full-service digital, influencer marketing, creative services, custom content, podcasts, and events.

Hubbard Radio West Palm Beach's reason for being is to "Engage local fans to grow local brands." They succeed by keeping their core values of Integrity, Invested, Inclusive, and Innovative in mind.

CHALLENGES FACED

From new ownership and executive leadership to changing market conditions, Hubbard West Palm Beach has been through an extraordinary amount of change within the last few years.

According to SVP, Market Manager Elizabeth Hamma, "It felt like the team was moving through the four stages of psychological development — Forming, Storming, Norming, and Performing — but they were doing too much storming."

On top of all the changes happening within the organization, and outside factors like COVID, the entire team needed a reset.

In order for the team to successfully work together and effectively move in the same direction, they had to come together as a group. The Up Your Culture program was the solution they needed.

Ongoing Problems:

- Lack of defined core values
- Ineffective communication
- Low employee engagement
- Stalled recruitment strategies

UP YOUR CULTURE'S PROGRAM



Strong engagement survey to measure key culture factors and overall engagement.



Strategic plan to improve culture and drive engagement.



Culture coaching to support the initiative.



Tools to create a shared mission, develop people, increase communication, and increase transparency.

GET THE PEOPLE PIECE RIGHT AND PEOPLE WORK TOGETHER

Even before working with Up Your Culture, Hubbard Radio West Palm Beach believed in values like teamwork, support, innovation, and collaboration, but those values were not well defined. “We talked about our culture, but we didn’t always live our culture,” states Hamma.

They knew they needed the Up Your Culture program because each of their departments was operating individually, in silos, which was unproductive and causing unnecessary tension. Time was wasted pointing fingers rather than engaging in productive conversations and they wanted to change that.

“We needed the individual units to **come together** and start rowing in the same direction. The Up Your Culture program helped us reset our foundation.”



The best teams have a shared mission. They listen to one another, demonstrate empathy, and help each other solve problems.

They were able to put their improved collaboration techniques to the test recently when faced with a difficult advertiser and a challenge to make things right. In the past, this situation would have placed a huge wedge between sales and programming, but instead, these leaders used their new tools to come together and more effectively listen to and communicate with each other. As a result, they were able to provide solutions to benefit the client and they became stronger as a team.

KNOWING YOUR TEAM ON AN INDIVIDUAL BASIS MAKES A DIFFERENCE

Establishing core values, communicating them with the team, and now incorporating them into everything they do, has been very positive for the team at Hubbard Radio West Palm Beach.

“We made a commitment to our team and to ourselves as leaders that our core values won’t just be words on a wall, but values that will guide us as we make decisions and build our business. We’re doing a much better job of **living** our core values daily.”



Part of the Up Your Culture program is developing personal User Guides for each individual on the team. “The User Guides were well received by the team,” states Hamma. “The process itself reminded us that we are all unique individuals with different work styles and needs and that managing each person individually will make for a better work environment and a happier team.”

Recognizing this has made the team more tolerant and more flexible — which in today’s world is really important.

“I would absolutely recommend this program! And I’d point out that it’s not just a program for newer teams or teams with challenges. **Engaging the team** in work that defines who they are, will keep even the most productive teams healthy, invigorated and engaged.”

