

**PROJECT SUMMARY: TEAMINSIGHT PERFORMANCE PLATFORM NATIONAL RESEARCH PROJECT**

## **WINNING: Building, Assessing and Monitoring High-Performing Political Campaign Teams**

“Credibility emerges not from calculation but from character. It is not produced in a strategy session, nor is it itself a strategy. It is expressed in qualities, not in quantities. It is not a brand but a reputation.”

– *David Shribman, Notre Dame Magazine, Winter 2016-2017*

Elections matter. In the aftermath of the 2016 election season, many people are questioning not only the legitimacy of the election process, but the credibility of this country’s government and leadership. America needs leaders with credibility — people from all political parties who are technically and interpersonally competent, who are willing to collaborate to address difficult issues. Yet winning an election requires more than a candidate with a vision and money. It takes a candidate supported by an entire team whose members anticipate the distractions that inevitably occur, communicate effectively about internal issues, and immediately deal with the conflicts and infighting that arise, all while keeping their focus on the goal: winning the election.

Too often, campaigns focus solely on where best to spend TV dollars to get out the candidate’s message. Little thought and even less money go into creating a high-performing team well-suited to deal with campaign dynamics. The TeamInsight Performance Platform has been designed to disrupt how political campaigns are organized and managed by offering a series of interventions to help candidates and campaign managers create a high-performing team and run a more efficient and effective campaign, whether the candidate is running for state governor, a seat in the U.S. House or Senate, or the presidency. Corporations spend billions on leadership development to enhance performance and create high-performing teams. Political campaign teams need to start doing the same to run competitive and successful races.

### **The Project**

The TeamInsight partners intend to conduct a three year multi-million dollar national empirical research project designed to determine if high performing team/managerial theory can be applied to political campaigns to increase the chances of a candidate winning their race and using that win to engage in collaborative problem solving once in office. 501(c)(3) funder contributions will be used to fund the majority of the national research project (pending IRS approval) including the delivery of the TeamInsight Performance Platform, a suite of data driven interventions designed to build, assess and maintain high-performing campaign teams, to a variety of campaigns and evaluation of the effectiveness of the platform itself.

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## 8 Indicators of a High-Performing Team

The TeamInsight Performance Platform, based on research by Carl E. Larson and Frank M.J. LaFasto, is rooted in eight key success indicators of high-performing teams:

- A clear, measurable, elevating goal
- A collaborative climate
- A results-driven structure
- Standards of excellence
- Competent team members
- External support and recognition
- Unified commitment
- Principled leadership

These indicators mirror the findings of a recent Google study, which found that success hinges less on who is on a team than how team members interact with one another.

By building a shared understanding of good teamwork early on and then executing on that shared understanding, a campaign team can prevent many of the breakdowns that occur in the campaign. And if breakdowns do happen, a resilient team can confront and resolve them quickly.

Major campaign donors realize that a high-performing campaign team has a better chance of winning, thus using donors' monies more effectively and leading to the protection of a donors' investment into a campaign.

## The TeamInsight Performance Platform

More than 800 teams, in both the public and private sectors, domestically and internationally, have used TeamInsight's diagnostics to transform their staffs into a unified team that works toward one common goal. Through a series of data-driven interventions with key campaign team members and other outside influencers, the TeamInsight Performance Platform is designed to help campaign teams communicate more effectively, work more productively and govern more collaboratively once in office.

## Benefits of the TeamInsight Performance Platform

### To the candidate:

- The campaign team stays focused on winning the election.
- The campaign team delivers consistent messaging.
- Fewer distractions occur within the campaign team.
- The campaign team consistently reflects and models the values of the candidate and how the candidate seeks to govern.

### To the campaign manager:

- Conflicts are resolved quickly and constructively by team members rather than the campaign manager, whose life becomes less stressful.
- Team members have clear roles and responsibilities.
- Team members have a clear understanding of goals and values.
- Team members offer consistent messages.

## About the TeamInsight Partnership

For the last 30 years, our team of consultants and researchers has used this process to increase the success of corporate, nonprofit and political teams. We believe that an equitable world is attainable by electing non-partisan political candidates — women and men — who are transpartisan, who foster civic engagement and who believe in collaborative governing for the common good.



**Contact Us** For more information about the TeamInsight Performance Platform, to request a copy of the complete platform concept document or funding prospectus, please contact the Lundy Foundation at [vic@lundyfoundation.org](mailto:vic@lundyfoundation.org).

This project summary should be read in conjunction with these other materials.