



The Cross Team Alignment Survey™



The CTA Survey™ is a tool that supports teams that must work together collaboratively to achieve desired business results – often under challenging circumstances. Teams find that completing the survey separately and then participating in a facilitated discussion of survey results opens up communication and gets the “real issues” on the table to be resolved quickly. Participation in the Cross Team Alignment process creates higher-functioning teams.

A sample of the types of industry teams that have benefited from the CTA process over the past fifteen years includes:

15
YEARS



Joint Venture
Management Teams



Corporate IT &
Finance



Field Operations &
Corporate



Prime Contractor
& Subs



Sales
Teams



Product
Development Teams



Healthcare
Teams



Senior Leadership
Teams

step 1

The Survey

The questions in the CTA survey produce specific, actionable data that pinpoints team performance and relationship issues between the participating teams that may need to be addressed and resolved.

step 2

The Joint Team Workshop

During the facilitated feedback and action-planning workshop, team members brainstorm potential commercial and relational issues contributing to relationship barriers. The participants then discuss ways to resolve issues, remove the barriers, and increase trust. Finally, a joint Action Plan for going forward is developed.

step 3

The Follow-Up Process

A Tercon consultant checks in with the key contacts in both organizations to review results produced from their participation in the Cross Team Alignment Process. If additional issues have developed, next steps may be recommended. **An industry best practice is to re-survey within six to eight months to celebrate performance improvements, and/or course-correct if required.**

As organizations change in response to recent changes in the business environment, new people come on-board and new interfaces are established within and across teams as organizations re-align themselves.

The CTA process helps teams who must work collaboratively to achieve their business goals:



1. Clarify roles, responsibilities, and accountabilities.

WHEN TO USE

When team composition changes.



2. Ensure seamless communication across teams.

WHEN TO USE

Following a major organizational change.



3. Streamline work processes. Improve efficiencies.

WHEN TO USE

When cross-team performance declines and must be addressed.

Performance dimensions measured by the CTA:

Accountability
Communication
Conflict Resolution
Goal Clarity

Meeting Quality
Problem-Solving
Role Clarity
Engagement

Benefits Delivered: Participating teams receive feedback from their partners about perceived teaming strengths and areas where performance improvement could improve cross-functional team performance and business results. Both the participating teams and the organization as a whole benefit from improved team alignment and a joint commitment to collaborative problem-solving.