

**“It’s about empowering middle managers - a toolkit that will make a difference for them and their team.”**

## **- Learning Director**

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**A case study in resilience & change management for new leaders with The Five Archetypes REWIRE framework.**





# **Project Goal: Resilient Teams**





## Overview

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The Learning Manager at this technology company wanted to improve team culture and instill a way to increase and measure growth-mindedness in their workforce. “I wanted my team to know how to keep themselves well and get the most performance out of people.”

The focus was on increasing well-being, performance, team communication, and collaboration.



## Challenge

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“I took myself, and other teams through the Five Archetypes assessment and content, and now we needed to embed this culture of empathy and growth-mindedness throughout our organization.

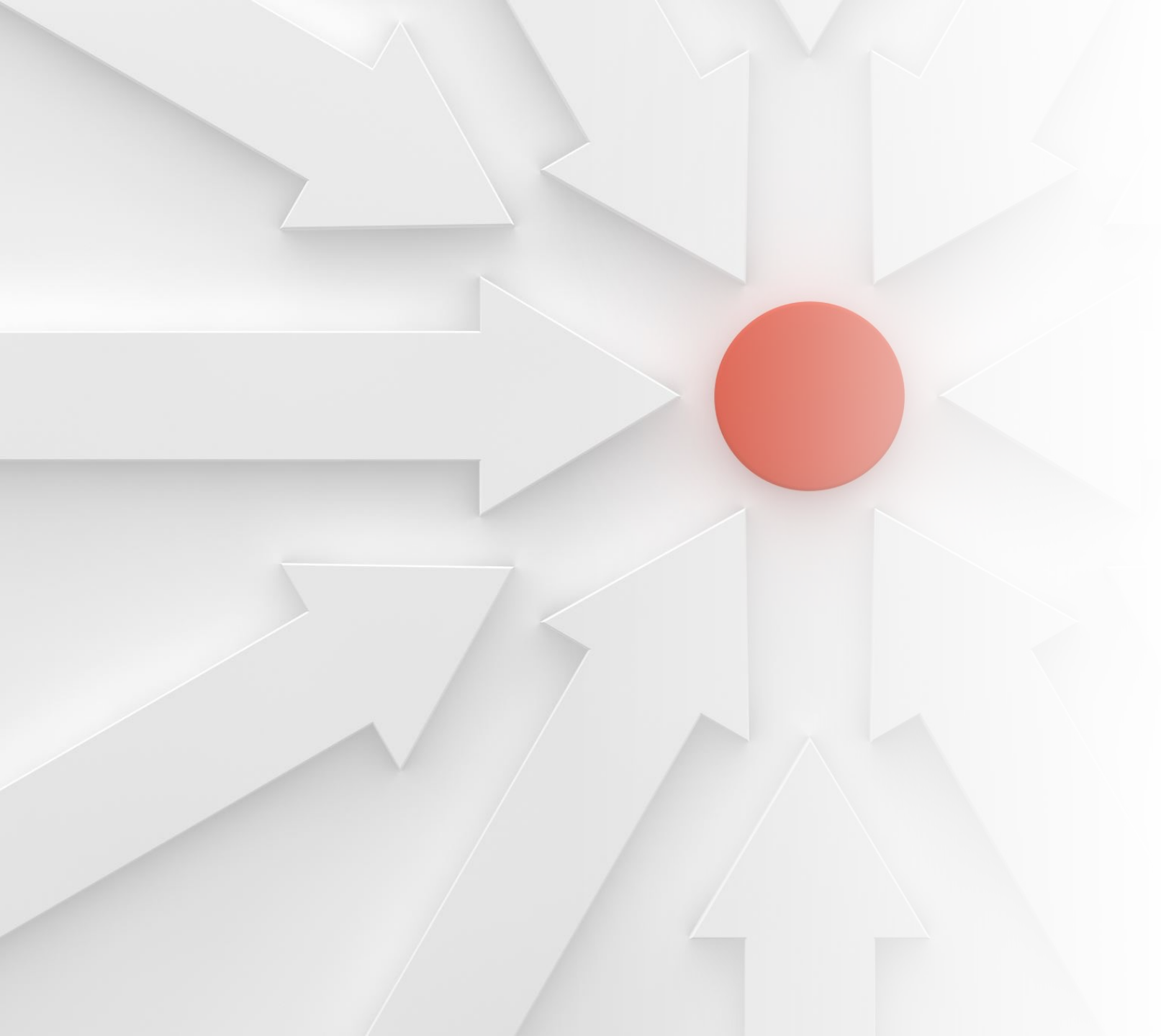
I wanted a common language to say how we’re feeling and how to get others in a positive place.”



## Attempted Solutions

The company has tried to help staff understand themselves and inspire others through other assessments and methodologies. Alternative options didn't influence lasting change in team trust and communication.

The Learning Director shared, "We had used multiple types of assessments. But the Five Archetypes not only looked at mental capacity and style, it also highlighted the physical impact. When you have a high IQ organization, you're good at convincing yourselves you're fine, but then you have all these physical symptoms of stress and disharmony. The Five Archetypes reveals why it's happening, how it impacts our ability to communicate and work together, and how to alleviate all the symptoms of disharmony."



# **The Five Archetypes Framework**

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# What was the experience like for you when we started talking about the Five Archetypes framework?

“We engaged Carey to deliver a 'Train the Trainer' workshop to train ten of our change managers and culture transformation specialists on the Five Archetypes methodology so that they could deliver the core presentation to other teams internally.

Carey ensured that she had a thorough understanding of her target audience ahead of the planned workshop, and tailored her presentation to ensure she was talking the language of her audience and of our broader organizational culture.

Her empathy in doing this enabled her to quickly build rapport, and trust, and gain the confidence of the attendees. The workshop was excellent! Carey is incredibly flexible when delivering and her passion for this topic shines through in her delivery. “





# How did the workshop go?

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“Carey led a 4-day Train the Trainer, equipping us with knowledge, a training deck, and skills to fully train others to be empathetic and growth-minded managers. Our attendees asked a ton of questions and Carey answered them all. As a result, the attendees felt fully equipped to deliver the material to other audiences, and many have subsequently done so. In addition, Carey's answers to their detailed questions have enabled them to thoroughly understand themselves and how to engage with and manage others, leveraging the Five Archetypes understanding that they have gained.

She reinforced our learning by guiding us through case studies and coaching us 1:1 to ensure we mastered the content.”





# What were the Outcomes?

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“The knowledge that the participants have gained has enabled them to manage their emotional state more effectively and to spend more time in a growth mindset rather than a fixed mindset state. They are showing higher levels of empathy when engaging with others. I have shared the learning myself with more than five other teams and received repeat requests to deliver and go deeper with the content.”

# What was the feedback from your team?

*“I highly recommend Carey to any organization wanting to develop their employees and to instill a growth mindset and empathetic approach.”*

*“Carey is a fantastic coach and has been a really great support. She has helped me personally to grow my own skills and to stay empowered and positive - even while going through very challenging times at work. She has trained me to such a level that I have been able to develop multiple high-performing teams with the empathy and professional skills that I have gained.”*

*“Corporations are counter-culture - processes are never good and we all overwork. The corporation thinks this is reasonable, the employees think it's unreasonable and the middle manager is at fault. The Five Archetypes empowers the middle manager.”*

*“The 5A helps everyone feel listened to and valued and invested in.”*

# Conclusion

As a result of the training, participants felt fully equipped to deliver the material to other teams internally. Many attendees subsequently implemented the methodology, leveraging their enhanced understanding of the Five Archetypes to empower their teams as coaches, fostering resilience and empathy.

Following the workshop, several attendees initiated a Hackathon project to digitize and scale the Five Archetypes framework into a product.

Trainers across the organization, including a successful trainee from the UK, began teaching workshops, spreading the framework's principles internationally. Through their role as coaches, these trainers inspired their teams to embrace resilience, empathy, and high performance.

Carey's engagement extended to supporting a leadership team grappling with post-reorganization challenges. Through diagnostic conversations, a tailored half-day team training session, custom integration activities, and micro-learning for ongoing reinforcement, Carey addressed communication barriers, empowering the team to regulate their emotional states and foster balanced, creative interactions. The session resulted in improved resilience, enhanced collaboration, and more effective work dynamics within the team.

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# Results



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