

## CASE STUDY

# How Bear Analytics Bridged Plans to Results With RallyBright

## The Challenge

Joseph Colangelo didn't set out looking for a solution that would build his company's resilience. In fact, he didn't know exactly what he was looking for — he just knew that he needed help understanding how to both improve the interpersonal dynamics at Bear and address communication issues that were hampering its success. That's when he put out the call.

"We engaged our network to bring us some options or ideas on how we could accomplish being our best," he explained. "From there, we had an intro that led to another intro, and we found RallyBright and went all in."

## The Opportunity

All eight Bear employees participated in the Resilient Teams assessment, and Joseph immediately saw from the results where the team needed to focus.

"One of the major takeaways was the emphasis that we needed to place on building a culture that contained a 'safe space' for ideas and innovation," he explained. "Without that trust and safety, you cannot sustain a culture of innovation." Joseph also saw that his team needed to feel more secure in his vision and the company's direction.

So he moved to add procedures and processes that would close these gaps. First, the team began prioritizing the assessment of ideas, not people. Then it implemented a project tracking system to help everyone stay in the loop with project and client progress, accountability and troubleshooting. And finally, it clarified roles and tied them to a profit-sharing incentive program.

## About RallyBright Resilient Teams™

The RallyBright Resilient Teams assessment measures a team's Direction, Connection, Alignment, Performance and Attitude, which together comprise its resilience. The assessment benchmarks these scores across a 600-organization database of high-performing teams, diagnosing challenges and highlighting areas for improvement.



Direction



Connection



Alignment



Performance



Attitude

# BEAR ANALYTICS

“We were looking for help in understanding how to improve our team dynamics and how to address communication issues that were leading us to not live up to our potential as a company.”

**Joseph Colangelo**

## About Bear Analytics

Bear Analytics is a strategic analysis firm that serves the business-to-business event industry by harnessing the power of data. Through its process, software and data analysis, Bear empowers marketers with the thorough audience profiles that help them convert prospects to registrants within the most critical window of opportunity before the event.

**Founded**  
2013

**Headquarters**  
Arlington, VA

**Industry**  
Analytics Services

**Size**  
< 10 employees

# The Results

## Team Improvements

The second team assessment revealed big improvements. Notably, Connection and Direction — which improve with greater psychological safety and clearer vision, respectively, challenges the initial assessment had revealed — both rose by double digits. Overall, the Team Resilience average climbed nine points. And the team's TPS, already strong at the first assessment, jumped an impressive 65 percent.

“Because of the changes we made, we saw tremendous gains in alignment, communication and job role ownership,” Joseph reported. “The assessments and the platform forced us to focus, and that focus resulted in gains in morale, execution, and productivity.”



**Connection**  
**+13 points**

**Direction**  
**+12 points**

**Resilience Average**  
**+9 points**

**TPS**  
**+55 points**

## Organizational Impact

The RallyBright Teams platform helped Bear Analytics:



Sharpen its focus on key priorities



Improve self-awareness, appreciation and engagement among managers



More tightly align plans with their outcomes



Develop clearer roles, responsibilities and related incentives



Create greater transparency on projects



Reduce reactivity by deepening the team's understanding of personality styles



Cultivate a culture of psychological safety



Strengthen the team's working dynamics and morale



“What really changed was the alignment between plans and outcomes. Our focus was dramatically improved – from the strategic discussions with the team, to the execution, and ultimately the measurement of their success. That focus resulted in gains in morale, execution, and productivity.”

**Joseph Colangelo**  
CEO & Founder, Bear Analytics