



CASE STUDY

How The Office of Experience Built a Resilient Culture From the Ground Up

The Launch

The Office of Experience is a bit different than RallyBright's other customers – the agency was one of the first to test the platform. “My co-founder and I knew that critical to the success of our ongoing growth was providing great employee experiences, engagement and retention,” said founder Carlos Manalo. “So really, the challenge was to set up a benchmark as a baseline and just understand.”

From the beginning, the RallyBright platform helped OX see what was and wasn't working, and gave the teams a clear growth path. “We're a feedback-rich culture,” said Matt Regan, OX's Executive Director of Project Management & Operations. “RallyBright gave us the roadmap and ability to streamline and operationalize that feedback in a way that helped create a resilient culture from the very start.”

For OX, having a Resilient Teams™ framework and roadmap in place allowed the company to scale and grow while ensuring team cohesion remained at the forefront.

The Opportunity

The RallyBright platform helped OX make noticeable improvements in its team dynamics right away. “It helped us identify where we had some deficits in how team members were engaging with each other and with the company,” Manolo explained. “To me, this is the most critical aspect of it – getting a sense qualitatively of what people were saying versus what they were actually exhibiting.”

By revealing blind spots and highlighting areas where OX teams could build on their strengths, the RallyBright platform offered the senior leadership team the insights and roadmap it needed to craft action plans that would make a real difference.

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



“It really did help us put together what our roadmap was for the next year or two – where we wanted to go and what we wanted to target. And what was really helpful about it was that everybody had skin in the game.”

Matt Regan

Executive Director, Project Management & Operations, OX

About The Office of Experience

The Office of Experience (OX) is a design and digital innovation agency that helps companies excel at every point of interface with their customers. OX integrates strategy, design and technology to ensure that the brands and experiences of their clients operate as one, bridging expectation and reality to build value.

Founded
2014

Headquarters
Chicago

Industry
Marketing & Advertising

Size
50-100 employees

The Results

Team Improvements

Results were obvious and immediate: “It helped strengthen us. After the benchmark assessment there was a noticeable difference in the chemistry of my team,” said Regan of his project management team. Additionally, by clearly establishing goals and desired outcomes through the process, OX was able to achieve them – one of Regan’s explicit aims with the RallyBright platform was ensuring that the teams better understood both their goals and how those goals fit into the agency’s larger strategy.

The platform also helped better clarify and establish leadership structures, and uncovered key operational issues that OX was able to address before they became more serious.



Performance & Attitude

+10 points

Direction

+15 points

Team Promoter Score

+50 points

Results for the OX Project Management team from the benchmark assessment in February 2019 to November 2020.

Organizational Impact

The RallyBright Teams platform helped The Office of Experience:



Establish a metric for success and a baseline of performance



Create an open channel for feedback and discussion



Develop leadership structures designed for growth



Demonstrate the impact of behavior and actions on the team



Immediately build camaraderie and collaboration among team members



Measure improvement over time, even during COVID-19



Bring leadership focus to promotion levers and formalize the operations plan for each department



“RallyBright’s platform exposes your blind spots, and from a team dynamic perspective, it helps shepherd in a culture that shows you care and that you want your team to be able to communicate with you.”

Matt Regan

Executive Director, Project Management & Operations, OX