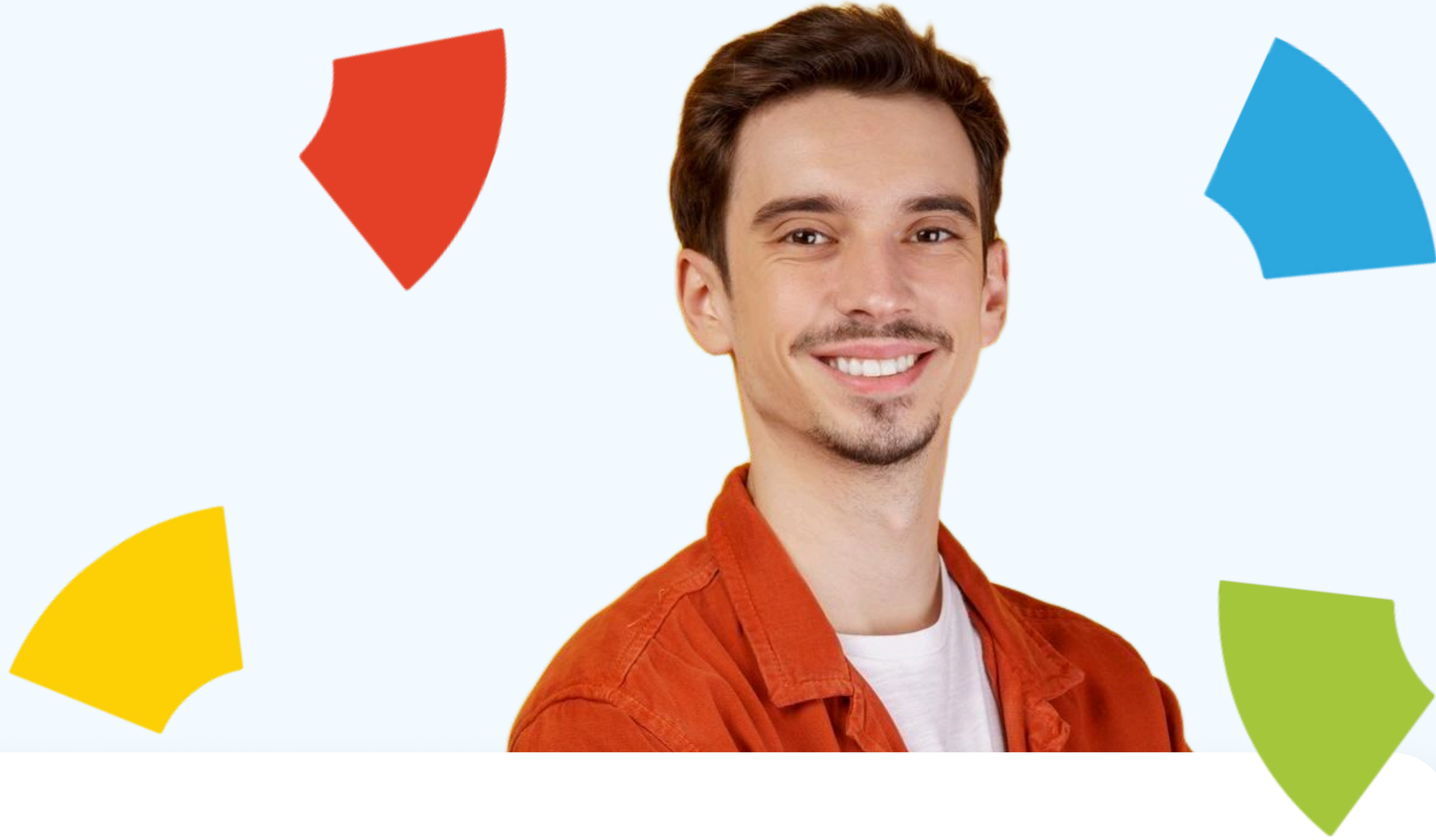
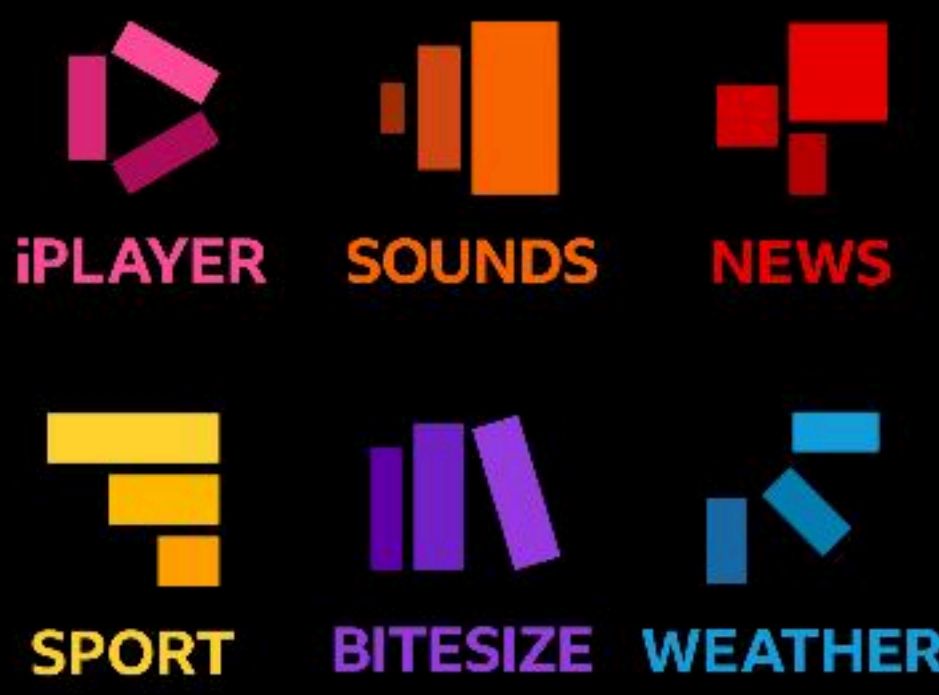


# Creating a Cohesive Team



B B C



## About BBC

The BBC is the world's leading public service broadcaster, delivering impartial and independent content that informs, educates, and entertains millions of people in the UK and around the world.

## The Challenge

Managing a rapidly growing, geographically dispersed team presented challenges for the BBC. Team members struggled to connect, and leaders needed to learn how to manage effectively in this dynamic environment. Additionally, an Annual Engagement Survey revealed lower-than-expected engagement, highlighting the need for stronger interaction and collaboration across departments.

## The Solution

The BBC partnered with C-me to enhance self-awareness, foster mutual appreciation, and create a more cohesive team culture. New leaders gained confidence in their leadership styles, while dispersed teams used C-me to build stronger relationships and better understand each other's working preferences. By identifying team strengths and development areas, the BBC was able to create a more unified and effective workforce.

## Results



Leaders gained a clearer understanding of their leadership styles and how to manage effectively.



Team members developed greater self-awareness, improving interactions.



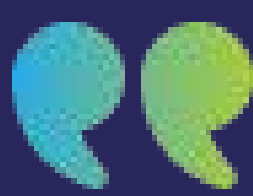
Remote teams built stronger relationships and improved collaboration.



Employees gained a shared language to describe differences and strengths.



B B C



*C-me really helped improve communication in the team as it gave newer members an insight into the more long-standing members. When my team was expanded C-me has been a great way to give people who had never met in person a structured way of getting to know each other, with a shared common language to describe people's differences and individual strengths.*

**Emma Theedon**, Head of Audiences, BBC

## Trusted by leading organisations worldwide

