

SUCCESS STORY: Turner Entertainment

Research Department builds team to tackle new challenges

Turner Entertainment (now Warner Media) was responding to evolving challenges as cable television competes with streaming services. It's research teams at TNT and TBS needed to shift output and increase impact.

Business Results

- Identified successful candidates for promotion internally
- Rebranded Research Department, expanding value and partnership
- Built understanding of team strengths and areas for improvement
- Enhanced camaraderie and improved relationships



TURNER

Challenge:

Cable television networks are experiencing change at an unprecedented rate as viewers' consumption patterns have evolved through the use of Internet streaming and mobile devices.

The research departments at TBS and TNT Networks, part of the Warner Media family, needed to reposition their departments and increase value for internal stakeholders and clients.

Approach:

CultureTalk conducted a series of team retreats, including a leadership workshop in year one and a full departmental workshop in year two. Both centered on the use of *CultureTalk* surveys with validation exercises and team building.

Leaders were facilitated in the creation of detailed departmental action plans and individuals in personal plans for career growth.

Outcomes:

The Research Department repositioned itself from a tactical report generator to a proactive and strategic business partner. Turner executives remarked on the increased value provided by the department through new services, an expanded value proposition and their consistently positive approach to industry challenges.

Department leaders began managing staff to new expectations and developed a clearer understanding of team strengths.

CultureTalk Solutions Employed:

- CultureTalk for Organizations Survey
- CultureTalk for Individuals Survey
- Leadership Retreat
- Full Departmental Retreat
- Team Archetype profile

"The CultureTalk profiles helped me to hear and understand the strengths of my team in a new way. I thought I needed to look outside for our next leader. It turned out he had been working in our department all along." | Sandy Padula, Director, Research, Turner Entertainment