SHAMAYM

The Always Improving Team

> What should I improve 😊 ?

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How Teams Keep Getting Better with Real-Time Learning

This eBook
in **100** Words

Teams are the future of work, which means we should all be thinking about building a results-oriented, high performing team that draws a direct line between its own goals and its company's success. But many teams face a critical gap in how they learn and improve that prevents them from maximizing performance. Teams need tools to learn from mistakes and successes and adjust their actions in real-time. Collaborative real-time learning makes it easy to capture lessons learned from each activity, share insights with team members, and automatically receive relevant takeaways when needed, so teams can improve from their existing workflow.

Teams: The Cornerstone of Business

Teams are everywhere.
A 2019 survey by the Brandon Hall Group found that team environments exist in at least 80% of organizations across industries, with 60% using virtual teams.

"Teams are the future of work," says Brandon Hall CEO Mike Cooke. "Organizations failing to invest in specific development for team members and leaders risk their ability to innovate and grow." Conversely, supporting and developing teams can lead directly to improved business results. Of course, if we all knew the secret to highly supported and developed teams that reach amazing results, we wouldn't be writing this eBook.

So what is the secret to building a results-oriented, high performing team?

Aron Ain, CEO of UKG (formerly Kronos), thinks it has a lot to do with managers. **"A good manager can take a good team and make it remarkable,"** he says, and **"a bad manager can take a great team and ruin it in no time. The impact that managers have on teams and, in turn, teams on organizations and business outcomes, is critical."**

Aron Ain

Managers do play a key role in team development. But as Ain alludes to, that isn't an easy feat. Managers tend to focus on setting goals for their team, and then managing the process of achieving those goals. How do managers—and their teams—connect those goals to improved business results?

The key is not to set goals and leave it at that. **Teams need to constantly learn and adjust.** Why is learning and adjusting important? While there are many solutions that help teams plan their work, manage tasks, and communicate collaboratively, there is a critical gap in the way teams learn and improve that prevents them from maximizing performance.

With no structured way to learn from past successes and failures as part of their daily work routine, teams miss critical opportunities to improve performance and drive personal and business growth. We wrote this eBook to explore how teams can close this improvement loop to elevate their own, and their company's, performance.

Set & Measure Goals

Learn & Adjust

Manage Process
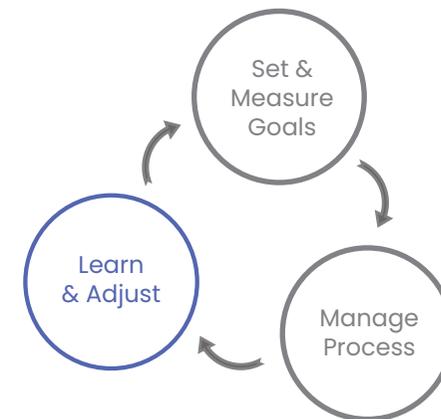
What Keeps Teams from Improving?

Learning is constantly happening in teams. They learn formally through retrospectives and debriefing, and informally through conversation and the natural flow of information. But they often struggle to use learning to improve their performance goals. When it comes to reviewing their performance, they often forget to think back to that learning and understand where it could have come into play. This can happen because teams:

1 Don't reflect on their performance routinely, or often enough, so they miss opportunities to learn.

2 Lack a simple way to capture learning as it happens, so lessons learned are lost over time.

3 Lack a reliable process to share lessons learned.

4 Lack a simple and smart way to make relevant takeaways available at the moment of need.

This means that teams miss opportunities to harness their shared knowledge and translate it into improved results, and that becomes even more difficult when teams that used to work in person transition to remote work.

Harnessing shared knowledge and translating it into improved results becomes even more difficult when teams that used to work in person transition to remote work.

There is a missing piece in the team improvement cycle:
harnessing learning and adjusting behavior accordingly.
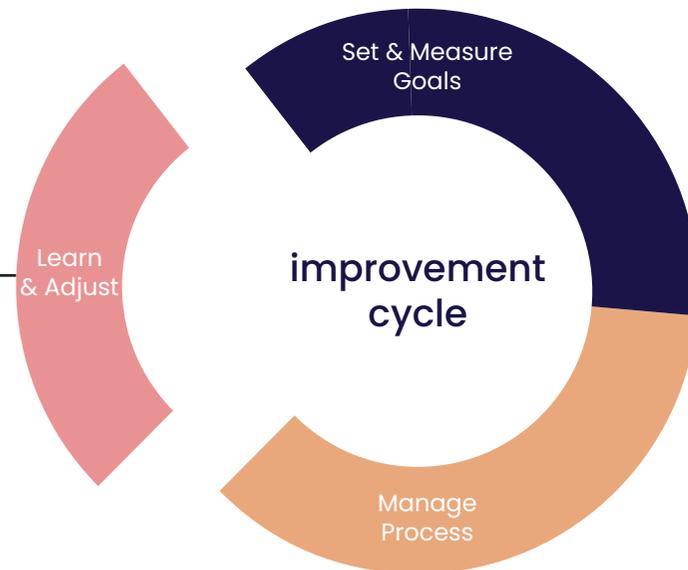
To overcome these pitfalls teams need tools and routines that turn daily activities into learning opportunities, capture the learning that they already deem useful, and share it across their organization.

Set & Measure Goals

Learn & Adjust

improvement cycle

Manage Process

Don't Just Learn—Adjust!

It is clear that to meet their improvement challenges in an increasingly competitive business environment, teams will need to reinvent the way they operate. They'll need to invest in new tools and capabilities that can help them learn and adjust within their existing workflows, driving superior performance.

What is Collaborative Real-Time Learning?

Collaborative real-time learning is an easy way for employees to capture lessons learned from each activity, share insights with team members, and automatically receive relevant takeaways at the moment of need. It integrates into teams' existing processes, so instead of having to create a whole new way of getting work done, teams can maintain their workflows—and get more out of them.

Using Shamaym's Collaborative Real-Time Learning Platform, sales teams were able to:

Increase their conversion rate from discovery calls to demo calls by **15%**

Customer success teams reduced customer complaints by nearly **50%**

and clinical development teams improved delivery timelines by a whopping **250%!**

Let's see how it works.

The Debrief-Brief Improvement Cycle

Regardless of what type of formal and informal learning teams use, it usually involves an element of reflection. We'll call this a **debrief**—a short, focused, and actionable reflection recorded, by individual employees or teams, immediately following a meeting or task. It is a quick and iterative method for dissecting the successes and errors in work, and identifying concrete ways to change processes in the future. Regular debriefing can shift the mindset of individuals and teams, catalyze culture change, and link directly to improved business results.

While many teams reflect or debrief, many more lack the tools to make their learning usable: a place to easily record debriefs, share them with team members (and maybe other colleagues outside the team, too) and, most importantly, receive them as briefs.

A **brief** is a direct and concise summary of the most important information an employee needs to know before attending a meeting or completing a task at work. For example, an engineer begins each new software development sprint with a compilation of lessons learned and debriefs from the previous sprint, the greatest challenges, and where to focus the team's attention.

Collaborative real-time learning helps teams learn and adjust by cycling continuously between debriefing and briefing. The most advanced systems use data and insights aggregated from debriefs and surfaces them as part of the brief. Additionally, lessons within a debrief can be tagged by topic and shared with teammates, managers, or individuals within an organization. The entire team, and even the department's learning is taken into account in the brief, so it contains the most precise and relevant information that employees need to improve.

Capture insights from every activity

Share your learning with your team

Get relevant knowledge at the moment of need

The Origins of Debriefing

Shamaym's brief-debrief methodology was inspired by the methods used by the Israel Air Force (IAF) to continuously improve and learn. Recognized for its high performance organizational culture, the IAF focuses on practical, tangible changes that can be implemented quickly to improve outcomes under rapidly changing circumstances.

To meet these challenges, the IAF turned debriefing practices into a core operating principle. Debriefing is a simple way to quickly identify what to sustain or change, and how. It provides a framework to focus on improving one tangible thing at a time, holding ourselves accountable, identifying lessons, sharing them with the team, and implementing them quickly.

Unique in its simplicity, debriefing has been shown to improve performance by up to 25%.
A study conducted in a hospital maternity ward found that regular debriefing by the medical team improved maternal and neonatal outcomes, while keeping costs and time down.

The Results of Collaborative Real-Time Learning

When they implement collaborative real-time learning, and overcome their improvement challenges, what do sales teams stand to gain?

Employees...

- Develop habits of reflection and iterative improvement, which cultivate a growth mindset.

- Save time by preparing more seamlessly for daily tasks.
- Get continuous feedback where and when they need it.

- Learn on the go by turning every activity into a learning opportunity.

- Maintain a sharp edge with access to relevant insights at the moment of need.
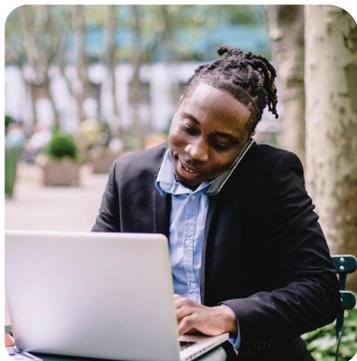
Managers...

- Stay informed with real-time visibility and insight into employees' daily challenges—so they can lead the team more effectively.

- Sharpen the team's skills with real-time coaching. By seeing what each employee struggles with, managers provide targeted advice employees will actually use.

- Unite the team around a common purpose of growing personally and collectively.

Teams that learned and adjusted with Shamaym's Collaborative Real-Time Learning platform reached tangible business results

TripActions increased discovery to demo conversion rate by **15%**

LOG reduced customer complaints by nearly **50%**

Dextel pharma improved delivery timelines by **250%**

Build your own always-Improving team with Shamaym's Collaborative Real-Time Learning Platform
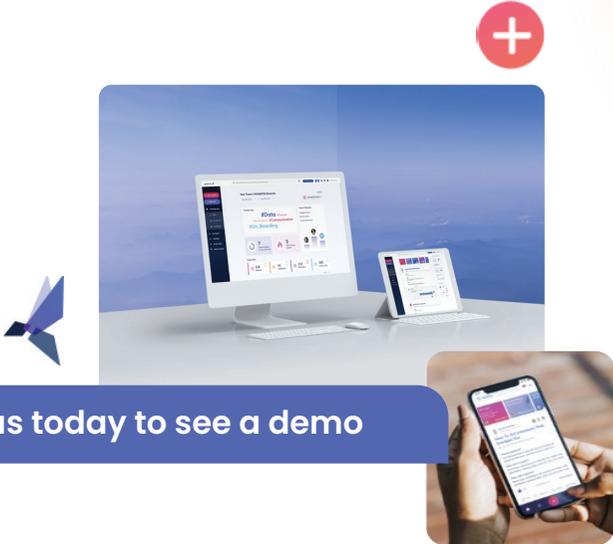
Contact us today to see a demo

About Shamaym

Shamaym Helps Teams Improve their performance and adapt quickly to changing needs by turning day-to-day actions into learning opportunities. Powered by AI, our Collaborative Real-Time Learning Platform makes it easy for employees to capture lessons learned from each activity, share insights with team members, and tap into relevant takeaways at the moment of need. Based on a methodology developed by the Israeli Air Force to drive rapid learning and continuous improvement cycles, we help sales, support, product, and other mission-critical teams drive higher KPIs and accelerated growth.

Shamaym works with leading multinational organizations:

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