

Case Study

Building Connection & Communication: A Team Development Day with Sirona's L&D Team

The Challenge

The Learning and Development (L&D) team at Sirona Care & Health had grown organically, bringing together colleagues from a range of roles and backgrounds — but many hadn't had the chance to work closely together. As their work became more interconnected, it became clear that deeper connection and stronger communication would be essential to support more effective collaboration across the team.



Leaders recognised the need to invest in a day that would not only bring the team together, but also build understanding of communication styles and personal strengths. They were seeking a facilitated experience that felt engaging, inclusive, and directly relevant to how the team worked.

Our Approach

Working closely with the team lead, we co-designed a development day that blended fun, reflection, and insight — all tailored to the team's context and goals. At the heart of the day was [TypeCoach](#), a practical, strengths-based tool that helps people understand personality differences and how these shape our approach to communication, collaboration and decision-making.

Before the session, participants completed the [TypeCoach Verifier Plus](#) to identify their own personality type. The workshop then brought this learning to life with highly interactive activities, rich discussion, and moments of individual and group reflection.

We focused on:

- **Making connections** through structured activities that helped colleagues get to know each other
- **Exploring differences** using TypeCoach to recognise personality-based preferences in communication and working styles
- **Building awareness of team strengths**, and identifying how to work more effectively across differences

The tone of the day was facilitative and engaging — using coaching techniques, accessible models, and energising team challenges to deepen learning.

The Impact

The team walked away not just with greater insight into their individual preferences, but with a stronger sense of shared understanding and connection. The session gave them a shared language to discuss communication and collaboration more openly — and offered practical tools they could take forward into everyday work.

The day also reinforced team values, highlighted individual strengths, and identified ways to bridge differences in working styles. Follow-up resources and access to the **Type-to-Type** tool gave the team ongoing ways to apply what they'd learned — sustaining the shift beyond the workshop itself.

Reflections from the Client and participants

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Thank you so much for the Team Development Day on Friday – it was a great day with lots to take away and a relaxed environment for people to share.

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I thoroughly enjoyed all parts of the session, it was delivered in a relaxed and trusting environment, and it was so interactive the content was easy to digest and understand.

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I think all teams should attend as I think it would help colleagues work with each other in a more harmonious way as they will understand each other better (especially with Hybrid working).

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Contact Details

To discuss how Faye Beddow Consulting can support you with your organisational challenges, please contact us today:

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