

# MEDIA PRODUCT TEAM TRANSFORMS HYBRID TEAM CULTURE WITH DIGITAL-FIRST PRACTICES

## Client

Team	Product
Company Size	750
Industry	Media
Work Model	Hybrid



## Solution

The cross-functional leadership team aligned on concepts, terminology and drafted a vision for remote work with Goplaceless. Individual contributors completed Workplaceless, and the team went from unaligned to motivated advocates of remote-first practices. Meanwhile, and managers completed Leadplaceless and implemented new Blended Meetings and the Blended Decision-Making Process with the Hybrid Team Success Toolkit.



## Background

After two years fully remote, the product team of a media company returned to the office with a new hybrid format but struggled with over-reliance on synchronous meetings and lacked clarity in their remote vision.

They also sought to improve the work culture that was leading to disengagement and turnover. They came to Workplaceless to partner on a culture transformation while training team members on the best ways to work effectively in a flexible work environment.



## Results & Impact

**73%**

increased productivity



**57%**

increased trust among team members



**100%**

async one day per week



*"I was introduced to new approach and habits that I could adopt to make my team more efficient and make me a better leader."*

Leadplaceless Learner