



Richwood Bank Uses Leadership Development to Improve Collaboration & Team Effectiveness

Established in 1867, the Richwood Banking Company is headquartered in Richwood, OH and is the 32nd largest bank in the state of Ohio.

It's mission is to provide financial services and banking products that build its customers' account balances. With 167 employees across 9 branch locations, Richwood Bank serves as the trusted financial partner for customers in Central Ohio.

Richwood Looks to Managers to Drive Collaboration & Team Performance

KEY CHALLENGES: *Leadership Development, Team Engagement, Communication & Collaboration*
Richwood Bank defines its culture as employees having the security and understanding of knowing what to do when THIS happens.

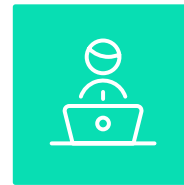
When COVID hit, it became difficult to provide a clear roadmap of what to do when, and employee engagement suffered. Managers were not empowered, and Richwood made it a goal to further develop its managers and enable them through curriculum and tools to help them deepen their working relationships with team members and improve team performance.

In addition to leadership development for its managers, Richwood looked to support engagement in other ways. With 70% of its workforce made up of women under 30 years old, Richwood saw an opportunity to support this

specific demographic whose key priorities include living life online while also living authentically. If Richwood could provide a space where those two roads could cross, it could deepen engagement for this portion of its workforce.

The Impact: Manager Enablement Leads to Stronger Employee Engagement at Richwood Bank

KEY TECHNOLOGY: *Talent Fit, Team Culture Analytics, EQ Everywhere*



Manager Enablement

As part of its leadership development program, Richwood Bank implemented a simple but impactful learning framework for its managers, called Richwood U. Developed by Tim Coan, Chief Culture Officer for Richwood Bank, the leadership curriculum consists of three hours of coursework – not weeks or months worth – and is meant to provide immediate impact as managers move through five key areas of the curriculum throughout the year:

1. A Systems Outline with required performance review cycles
2. An Understanding of the Lenses of Leadership

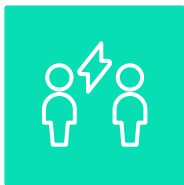
3. The Humantelligence Team Culture Journey
4. Accountability Training
6. Crucial Conversations Content

As managers move through the program, they achieve new levels of sophistication in developing and growing their teams. Using Humantelligence as part of this curriculum, hiring managers are able to recruit with a deeper understanding of how to assess culture fit for their team, identifying gaps while also providing candidates with insight into their work tendencies.

Further, through Humantelligence, the manager can facilitate team culture journeys designed to help team leaders harness the power of diversity of thought and put their teams on a path toward more inclusive communication, effective collaboration, and better performance.

Upon graduation from the leadership development program, managers are provided with a tool that further enables collaboration for their team. With a simple plug-in to their already existing communication channels, this tool takes the team's Humantelligence data and infuses fun, quick insights about how best to communicate with one another right where they interact most – email, chat, and meetings. While serving as a graduation gift, the tool has also created buzz and added buy-in for manager development.

Established in 2016, Richwood U is now both an internal support team for employee development, as well as an external source for businesses to learn how to apply Richwood's formula for leadership and organizational development.



Employee Engagement

As part of the leadership training curriculum, managers are empowered to run team culture journeys for their own teams. As part of those journeys, employees move through a three-step sequence in Humantelligence:



Self-Discovery - The team better understands their Talent Profiles and how they uniquely contribute to the team's culture, while improving 1:1 collaboration.



Team Culture Alignment - The team uncovers culture strengths & potential blind spots and uses decision filters to align the team to strategy.



Team Culture Acceleration - Team members commit to take the right actions, establish accountability, and accelerate performance.

As a result of the journey, team members become more deeply engaged in their work. And for the 70% of women under 30, it meant an opportunity to share pieces of their talent profiles and Humantelligence data on the company's intranet and was quickly identified as a way they could share authentic pieces of themselves at work while living online.

To continue building engagement and supporting continuous improvement, Richwood Bank uses ongoing 'Lunch & Learns' so that managers can dive deeper into real-time team challenges and provide one another with feedback.

"Utilizing Humantelligence has been fun and productive for our teams. It has honestly been a highlight of my entire time here as Chief Culture Officer, to see these teams self-generate and passionately apply the tool to their shared goal. I've seen the tool do exactly what it should do, which is bond groups over common needs and help them decide how to leverage their tendencies."

- Tim Coan, Chief Culture Officer, Richwood Bank

*Source: Case contains references and descriptions shared in HR Tech Connect Summit's end-user panel session. To view the full session, [click here](#).

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ABOUT HUMANTELLIGENCE

Humantelligence measures team and company culture, so you have the culture and talent intelligence needed to measure, manage, and hire for culture, optimize collaboration, and build engaged high-performing teams across the organization. To learn more, visit www.humantelligence.com.