

High Performing Teams

Brendan Lynch



Gordon Curphy



Brynlea Hunter-Morpeth



Opening Karakia

- Webinar host introductions.
- Overview of the Rocket Model: Team model, team survey and team development resources.
- AIA Case Study plus Q and A.
- Scaling teamwork in organisations.
- Overcoming barriers to teamwork in organisations.
- The Asia Pacific Rocket Model Certification Workshop.
- Q and A with Gordy and Brendan
- Quick wrap up.

Closing Karakia

Karakia Tīmatanga

E hui tahi nei mātou

Kia kotahi ai ō mātou wawata

Mā te āta poipoi i ngā āhuetanga katoa

a te rangatira ka puta hei oranga mō

āpōpō

Mā te manaaki tētahi ki tētahi e tipu ai

te oranga o te tangata

E tū kahikatea, kia tūtuki ai ngā wawata

Tātou, tātou e

Haumie, hui e taiki e

*We come together with a clear
purpose, and vision*

*By growing the seeds of
leadership we enable pathways
to a better future for all*

*Creating a fertile environment
that supports growth*

*We are stronger together to
achieve our purpose*

Unified, connected and blessed



Most Proud of Family & Work

- Married for 36 years and have three children and two grandchildren
- Graduated from and was a tenured professor at the US Air Force Academy Obtained a PhD in I/O psychology from the University of Minnesota
- SIOP Fellowship 2025. Fellow for Division 14 of the American Psychological Association in 2025. Only 500 of 9,000 Division 14 members are Fellows
- Enabling organizations to scale teamwork using the Rocket Model
- Enjoying hiking, biking, skiing, ATVing, hunting, traveling, and being a foodie
- Taking at least three months off every year to have fun.

By the numbers

- Co-authored 25 books, numerous chapters, articles, and white papers; some cited 900 times
- Coached 200 C-suite executives
- Facilitated 600 team offsites and collected data from 4,000 teams
- Built and certified 2,000 people on the use of leadership and team assessments
- Conducted in-depth leadership assessments on 2,000 Directors to CEOs
- Trained 20,000 leaders on a variety of topics



Whakapapa, Whanau & Kaupapa

- My family heritage: Ireland (Lynch, O'Malley, McMahon) & Brittany (Crequer)
- My family roots in New Zealand: Cronadun, Milton, Te Kuiti,
- My family: Extensive!
- Significant experience in the design, delivery and assessment of leadership development activities using the outdoors as the canvas on which to observe behaviour.
- Deeply involved with the design and delivery of NZDF leadership development system.
- Have experienced the variety of team performance, from high altitude mountaineering team to leading a training institute that included team performance.
- Conducted a deep dive into team research in the 2010's
- Curious by nature and enjoy exploring the world...

By the numbers

- 28 years actively involved in individual, team and leadership development.
- Supported thousand of leaders to help refine and sharpen their leadership practice.
- Supported hundreds of teams to improve the value they add for the people they serve.
- Accredited the majority of the Rocket Model users in NZ.

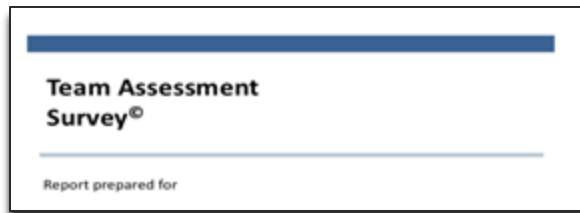


*Teamwork sits at the heart of business performance but too often,
team development is approached reactively or superficially.
Hear what good looks like.*





The Rocket Model: A roadmap for building teams



Feedback on team dynamics and performance



Guidance, tools, and accountability mechanisms to improve team performance



The Rocket Model. What do teams need to do to improve performance?

A Roadmap for Building High Performing Teams

Resources:

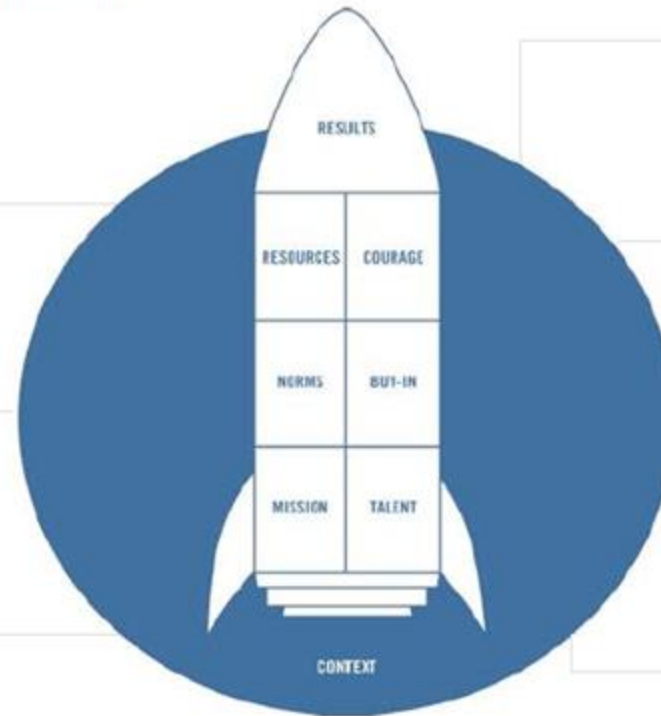
Enough budget, equipment, data and authority to accomplish goals?

Norms:

Effective rules for meetings, decision-making & communication?

Mission:

Clear team purpose? Measurable goals?



Results:

Is the team achieving its goals?

Courage:

Do people trust and can they challenge each other?

Buy-in:

Is there enough motivation to achieve team goals?

Talent:

Right size, skills, roles, rewards, and followership?

Context:

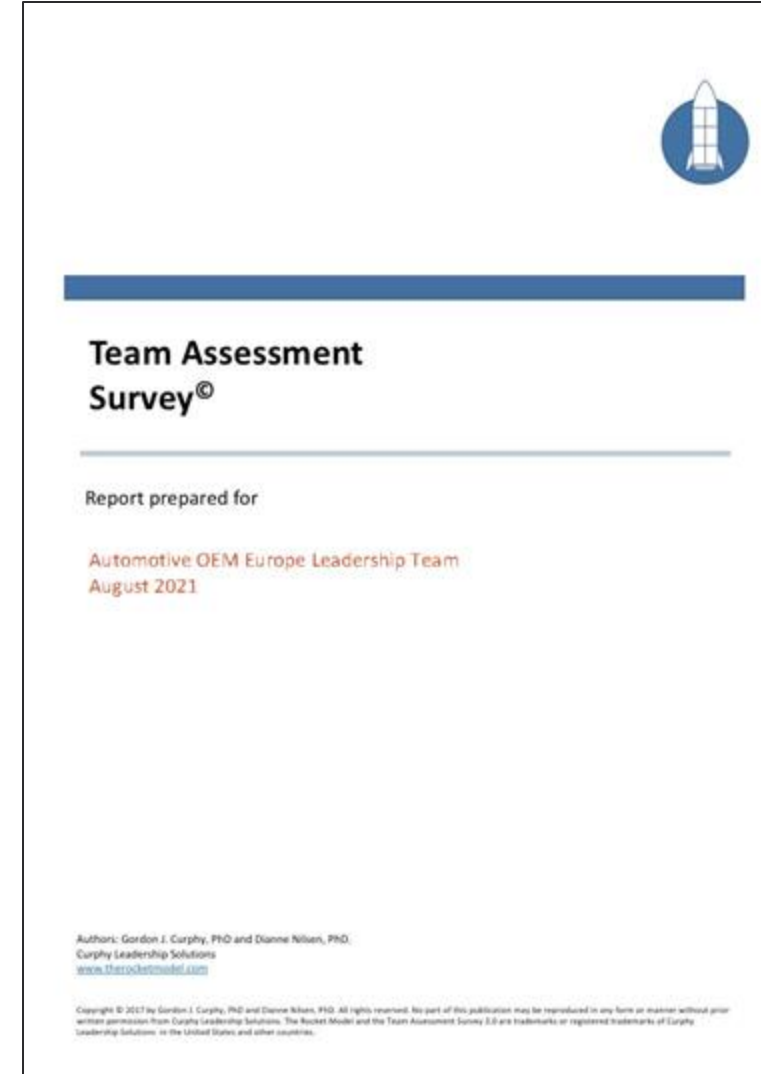
What is the situation facing the team?



The Team Assessment Survey has been completed by over 4,000 global teams

Surveys are completed by Team Leaders, Team Members, and Customers

Provides feedback on the eight components of the Rocket Model, how a team compares to others, and the degree to which a collection of people are operating as a group versus a team



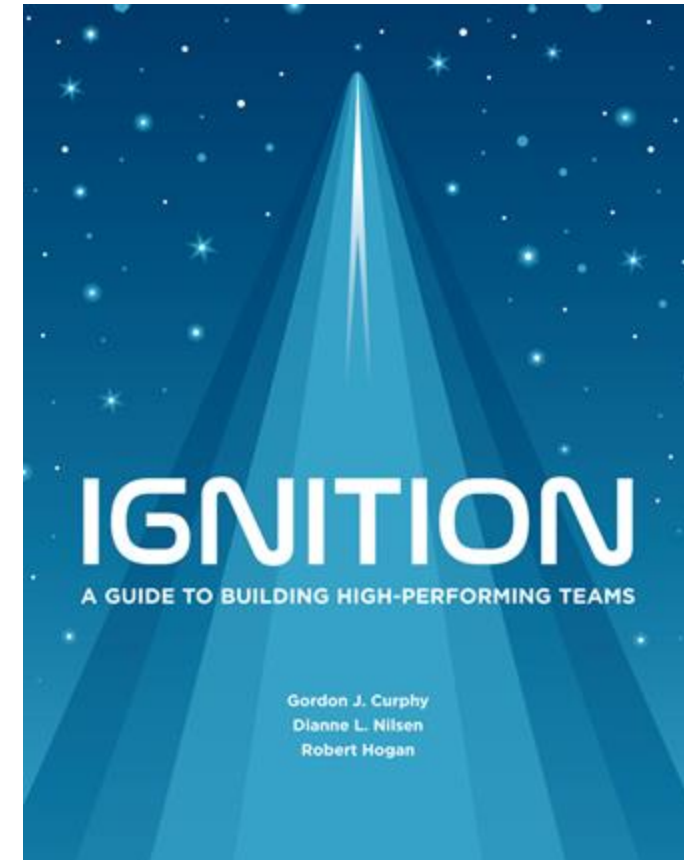
Ignition: A Guide to Building High Performing Teams has 15 chapters and 40 team improvement activities. The chapters describe how to resolve common team dilemmas:

- How do you launch new teams?
- How can you turn around broken teams?
- How do you train leaders how to build teams?

The 40 team improvement activities are designed to address specific team issues:

- How to get aligned on team context
- How to set team goals
- How to improve team meetings

Facilitator support materials include slide decks, forms, handouts and articles from the www.rocketmodelforteams.com website





The Company

Major player in the life and health insurance industry.

Large international group with a strong presence across Asia-Pacific.

Known for its people-focused culture and progressive business practices.



The Region

Employs 900 staff, serves hundreds of thousands of customers.

Widely recognised for its commitment to customer wellbeing and innovation.

Recent leadership changes at Group HQ, including a new country CEO

The Team

Executive Team = CEO + 8 Executive leaders.

ExCo began working with Winsborough in 2022.

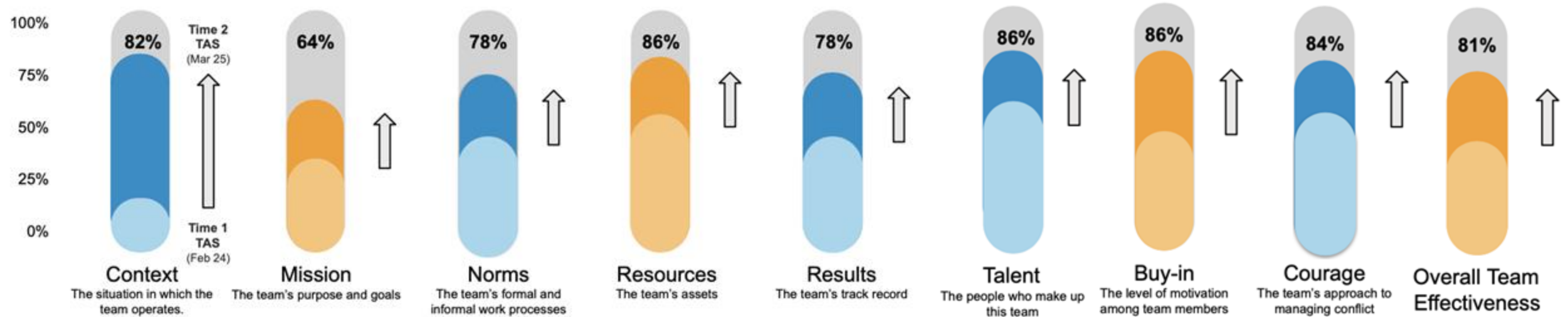
Engagement has been through a consistent series of short, regular workshops.

AIA Executive Team Timeline



Click to add footnote

TAS Time 1 vs Time 2 Comparison



Six Approaches

1. Training Managers
2. Starting with High Potentials
3. Starting at the Top
4. HRBP Model
5. Field of Dreams Model
6. The Full Monty

The CEO of a 10,000-employee company tasked the CHRO with ensuring all 1,500 people leaders knew how to build teams.

The journey looked like this:

Year One	Year Two	Year Three
Select a team solution	Run 20 two-day leadership development programs for 12-26 people across the globe	Run 20 two-day leadership development programs for 12-26 people across the globe
Create a critical mass: Two RM Certification Workshops		
Design a two-day coaching and team building program		
Deliver two pilot programs		
Conduct TTTs		

Prework:

Wingfinder, Team
Assessment Survey.

*TQ: The Elusive Factor
Behind Successful
Teams*

Day One	Day Two
Welcome and Introductions	Introduction to Groups and Teams
Leadership at Company X	The Rocket Model
Who You Are as a Leader: Wingfinder Review	Team Assessment Survey and Peer Feedback
Lunch	Lunch
Leader as Coach	Team Improvement Activity Teach Backs
Closing Comments	Team Action Planning
Social and Dinner	Closing Comments



Scaling Effective Teamwork: 6 years of training results

	Year					
	2019	2020	2021	2022	2023	2024
Number of Teams	4	79	184	308	334	202
AVERAGE TQ	52	69	73	74	72	66
AVERAGE Context	51	70	76	78	73	66
AVERAGE Mission	40	68	71	73	71	66
AVERAGE Talent	63	68	70	71	71	64
AVERAGE Norms	53	65	74	74	73	67
AVERAGE Buy-in	41	68	72	74	72	66
AVERAGE Resources	48	62	67	68	66	62
AVERAGE Courage	45	66	71	69	70	63
AVERAGE Results	74	86	87	87	81	71
AVERAGE Team Size	7	6	6	6	6	6
AVERAGE Group vs Team	2.5	2.76	2.78	2.8	2.78	2.8

A small high-tech company wanted to scale effective teamwork across all 1,000 employees.

The journey looked like this:

Year One	Year Two	Year Three
Select a scalable team solution	C-Suite team engagement	Second TASs
Create a critical mass: HR staff attend RM Certification Workshop	Functional Leadership Team engagements	Sub-Functional Team engagements



Scaling Effective Teamwork: Functional Results

Name	Month Year	TQ	Context	Mission	Talent	Norms	Buy-in	Resources	Courage	Results	Team Size	Group vs Team
C- Suite	Mar-2023	71	56	74	80	52	88	66	56	92	9	3.4
FABBI-C	Jun-2024	67	58	76	60	70	68	64	68	72	10	3.1
OEI	Jun-2024	63	44	66	60	72	72	60	56	74	10	2.7
Technology	Apr-2024	56	42	68	64	50	62	64	56	42	6	2.5
HOPs	May-2024	54	44	70	50	50	60	50	54	58	10	2.7
Medical Affairs	Apr-2024	52	58	58	36	48	58	46	54	58	11	3.3
Human Resources	Oct-2023	50	40	54	52	34	50	56	56	60	5	2.5
Global XFN	Jul-2024	49	32	60	42	54	46	42	40	74	21	2.8
Revenue Ops	Apr-2024	48	34	54	42	52	62	18	66	58	12	2.7
Customer Success	Jun-2024	47	44	58	42	28	60	34	66	40	5	2.6
Care Navigation	Aug-2024	46	46	56	40	42	42	34	50	60	14	3.3
Provider Operations	Apr-2024	45	34	48	36	34	70	20	66	52	5	2.9
Legal	Jun-2024	43	36	62	46	44	38	28	32	56	17	2.7
Operations	Mar-2024	40	40	54	26	26	64	16	46	44	6	2.4
Care Support	Jul-2024	36	38	52	26	26	34	34	34	40	23	2.7
Marketing	Apr-2024	34	20	24	26	26	50	34	46	42	13	2.8
Revenue	Jun-2024	33	34	54	32	24	32	36	38	16	6	2.3
Product Development	Apr-2024	22	30	20	14	10	38	6	36	18	7	2.5
Average		48	41	56	43	41	55	39	51	53	11	###

Name	Month Year	TQ
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Global XFN	Jul-2024	49
Revenue Ops	Apr-2024	48
Customer Success	Jun-2024	47
Care Navigation	Aug-2024	46
Provider Operations	Apr-2024	45
Legal	Jun-2024	43
Operations	Mar-2024	40
Care Support	Jul-2024	36
Marketing	Apr-2024	34
Revenue	Jun-2024	33
Product Development	Apr-2024	22
Average		48

What does this tell us?

- Organisation level insights from aggregated data!
- The need to scale: the majority (2/3) of teams in the organisation need team effectiveness support
- The value of developing internal capability

THE ROCKET MODEL™

Exclusive

APAC Workshop

Dynamic five-module virtual
programme

Aug - Sep

4th 11th 18th 25th Aug

1st Sep

facilitated by:

Gordy & Brendan

Register [here](#)

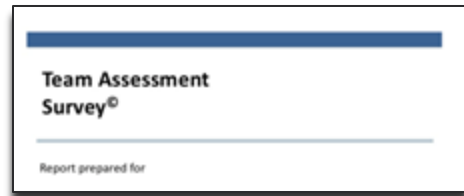
Rocket Model Certification Workshop

You know teams matter. Now learn how to make them work.

RMCW equips you with a structured, evidence-based approach to assess, build, and sustain truly high-performing teams.

- Learn the tools and skills to accurately diagnose teams and improve team performance
- Work through six real-world case studies that reflect common challenges: launching, merging, fixing, and optimising teams, including executive, virtual, and matrixed teams
- Explore how to integrate team strategies into leadership development, onboarding, and HiPo programs
- Build capability to differentiate and work with both teams and groups, to ensure they add maximum value
- Gain tools to facilitate powerful team interventions and confidently scale these solutions with stakeholders

Learn the practical skills and tools needed to scale effective teamwork.



Q and A



Winsborough Ltd

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Follow Winsborough on [LinkedIn](#)

Connect with Brendan Lynch on [LinkedIn](#)



Curphy Leadership Solutions

Visit Curphy Leadership Solutions' [website](#)

Connect with Gordy Curphy on [LinkedIn](#)

[Register](#) for the Asia-Pacific Rocket Model Certification Workshop

Facilitated by Brendan Lynch (WBL) & Gordy Curphy (CLS)

Registrations close 21 July 2025



For more information and queries

Contact Winsborough: support@winsborough.co.nz

Karakia Whakamutunga

*Kia tau ai te hinengaro te wairua
te tinana me te ngākau
Kia wātea ai te ara tangata
Āio ana te ao katoa
Haumi e hui e taiki e*

*Calm the mind, the spirit,
the body and emotions,
so the pathways are clear
everything is calm,
unified, connected and blessed*





WINSBOROUGH

Exceptional leadership. A better future