

# Building a Healthy, Thriving Corporate Culture Accelerating Performance During TaleMed's Expansion

As TaleMed grew into one of the leading healthcare and travel nursing companies in the U.S., the organization was committed to finding a way to maintain their workplace culture with intentionality. In partnering with The Polen Group, an Emergenetics® reseller, TaleMed utilized our programming to:

- Fortify the best elements of the company's ethos
- Strengthen cross-functional communication among employees and teams
- Develop and retain their employees



## The Challenge

As organizations grow, it's common for cultures to shift and not always in the best ways. TaleMed's leaders wanted to ensure that as their company expanded, they could retain their positive, productive work environment. As the company evolved, the TaleMed leadership team was beginning to hear more from employees who were experiencing communication challenges between management and staff as well as across departments.

As TaleMed considered various programs for their company, Emergenetics stood out with its industry-first mobile app. After taking their Profiles, TaleMed's CFO, IT Director and Business Director prepared for a meeting together with careful attention to the communication tips from the app. When the meeting went more smoothly than ever before, the team was sold on using Emergenetics.

## Emergenetics at TaleMed

The Polen Group worked first with the executive and leadership teams, taking them through the signature Meeting of the Minds workshop. The partnership expanded when TaleMed added an in-house Certified Emergenetics Associate to strengthen:



Employee onboarding



Leadership development



Team performance

To maintain their positive culture, every new employee takes the Emergenetics Profile within a week of joining the team. They are debriefed by TaleMed's in-house Associate and shown how to use the app, so they can immediately improve communication and collaboration with colleagues. On a quarterly basis, The Polen Group leads a Meeting of the Minds to help new hires gain a greater understanding of how to apply Emergenetics in their work. Their customized onboarding experience leads to motivated, confident new hires who understand their strengths and feel supported by TaleMed's commitment to invest in their success.

Emergenetics has also been woven into TaleMed University, the organization's learning and development program which is run by The Polen Group and consultants from Transformational Leadership. Each development workshop, course and lunch and learn includes Emergenetics and Transformational Leadership principles, empowering leaders, managers and employees to apply the Emergenetics Attributes to build trust, give feedback, resolve conflict, give recognition and more.

TaleMed's usage of Emergenetics has expanded further to bolster team performance. One group was consistently running into roadblocks while trying to achieve their goals. Upon reviewing the team's Profiles, it became clear that they lacked cognitive diversity. By introducing various styles of thought to the group, their dynamics changed, and the team was able to move forward and productively complete their work. Today, when TaleMed puts together a project team, they use Emergenetics to ensure cognitive diversity is present.

## The Impact of Emergenetics

Partnering with The Polen Group, TaleMed has been able to maintain its positive, successful culture through its rapid growth. Additionally, Emergenetics has supported TaleMed in:



**Enhancing communication** – Understanding differences in communication styles and using the mobile app has helped staff self-assess their approach and flex to meet the needs of others.



**Increasing productivity** – By rethinking how teams are formed and using Emergenetics to improve meetings and interactions, TaleMed has seen an increase in their productivity.



**Improving retention** – The investment in employee development and team dynamics has also supported the organization in strengthening retention as they continue to grow their business.

**“I don't know how companies our size can work without Emergenetics. No matter how big we get, I'm sure Emergenetics will be something all our employees go through.”**

– Dave Buffenbarger,  
CFO, Certified  
Emergenetics Associate

## Looking Ahead

As they continue to use Emergenetics to support onboarding, employee development and team performance, TaleMed is piloting a new benefit program that encourages spouses to attend Meeting of the Minds sessions with the goal of supporting wellness inside and outside of the office.