

CASE STUDY

thrive

Re.Trust Dialogues

Restoring Trust.
Unlocking Collective Leadership.

A structured facilitation methodology designed to help leadership teams rebuild trust, address difficult conversations and strengthen collaboration through safe, disciplined and outcome-oriented dialogue.

1 Context & Client Challenge

A team of seven area directors in a digital marketing company was experiencing significant difficulties in how they communicated and related to one another.

In some cases, relational tensions already existed between specific individuals; in others, there was a climate of avoidance, fatigue or accumulated distrust.



This scenario had a direct impact on:

- The individual effectiveness of each leader
- The functioning of the leadership team as a collective
- The quality of the relationship with the teams they led.

Despite technical competence and experience, there was no structured and safe space to address what was affecting the quality of relationships, decision-making and collaboration.

2 Solution

Thrive Partners' Approach

Thrive Partners designed an intensive facilitation session named “Assertive Conversations,” aimed at creating real conditions for leaders to speak to each other directly, responsibly and with a focus on continuous improvement.



The methodology unfolded in three complementary moments.

1) Preparation – Creating the Foundation for Responsible Dialogue

Before the session, structured peer feedback was collected, focusing on each individual's contribution as perceived by all other team members. The information was consolidated and neutralized, ensuring confidentiality and creating an objective foundation for dialogue.

This phase prepared the ground for frank conversations without personal exposure or emotional escalation.

2) Session – Collective Awareness and Structured Dialogue

The session began with a collective reading of the team's current functioning, inspired by the dimensions of Patrick Lencioni's trust pyramid, making both strengths and critical points visible.

3) “Assertive Conversations” Dynamic

All participants engaged in structured, time-defined one-to-one conversations, conducted in private spaces with each team colleague, focusing on mutual understanding, accountability and improvement.

Dialogue rules were clear and non-negotiable, avoiding accusations, defensiveness or unproductive debates, and guiding conversations towards what each person could better understand and, consequently, improve in their role.

4) Closing – Commitment and Action

At the end, the team was challenged to define concrete commitments — individual, paired or collective — with direct impact on how the team worked and related.

The final objective was to ensure that dialogue translated into observable behavioural change, not merely declarative alignment, and that it could be sustained over time



3 Critical Success Factors

- Rigorous preparation and neutralisation of information
- Structure that creates safety without removing accountability
- Simple and disciplined dialogue rules
- Experienced facilitation in sensitive contexts
- Simultaneous focus on relationship, responsibility and performance.



4

Results & Impact

In this team of seven area directors — as in multiple implementations with executive boards and middle management teams — the observed results included:

- Clarification of previously avoided relational tensions
- Significant improvement in the quality of peer dialogue
- Reduction of noise, assumptions and misinterpretations
- Increased trust and responsible candour
- More aligned, functional and effective leadership teams.

Even when not all issues were fully resolved, the team gained something essential: the ability to speak about what matters with maturity, without compromising relationships.



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