

## *tween*brands **Case Study:**

### **Executive Summary**

Tween Brands is the largest “tween” specialty retailer in the world. Through brands Justice and Limited Too, Tween Brands provides the hottest fashion merchandise and accessories for tween (age 7-14) girls. The Tween Brands field operations leadership team is the key link to driving sales revenue. Sales leaders need to have an in-depth understanding of the brand, its customers and creating a culture that is consistent with the brand.

### **Business Challenge**

The store leadership of one key brand within Tween Brands was struggling with coming together as an effective and productive team. Sub-teams had emerged within the larger team, new team members were getting conflicting messages and directions, and the team was not functioning at a high level.

### **How Connect the Dots Helped**

The VP of human resources contacted Connect the Dots to understand how we could address the challenge. We launched our proven model for identifying underlying reasons for team issues and creating a customized solution. We gathered current state information using structured surveys, focus groups, and one-on-one discussions. Based on the current state data we developed a team plan and individual development plans to address trust, accountability, and role clarity issues.

### **Value Delivered**

Team and individual coaching sessions allowed the store operations leadership team to develop a clear vision, roles and responsibilities, and an agreed-upon approach for surfacing and resolving issues. The team was then able to focus more time and energy on store-level associates and driving revenue.