



GAME-CHANGING LEADERSHIP DEVELOPMENT

How Dexcom empowered individuals & teams to exceed 40% growth target



THE BACKGROUND

Dexcom is a billion dollar organisation that develops, manufactures, produces, and distributes continuous glucose monitoring (CGM) systems for diabetes management. In 2021, it undertook several significant efforts to expand awareness of CGM technology and advocate for access to CGM systems.

A year later, the team embarked on a huge expansion project in the UK. There was a need to grow the commercial salesforce and develop the UK infrastructure in a bid to meet the increasing opportunities identified within the UK diabetes market.

PULSE survey results identified key areas of focus for development interventions to be prioritised.



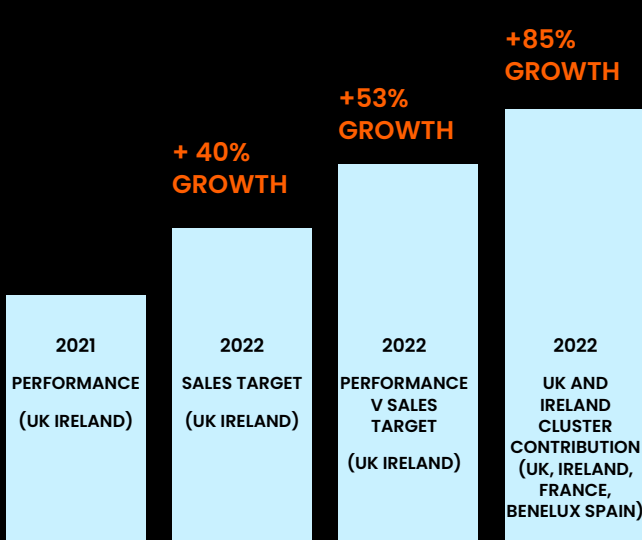
OBJECTIVES

The Game Changer Collective co-created a multi-dimensional development programme aligned to business priorities and powered by The GC Index®. Our strategic partnership focused on driving positive and inspiring performance by creating game-changing teams and a future focused culture at Dexcom UK and Ireland.

Working initially with the Leadership Team through executive coaching and nurturing high performing team characteristics, the programme expanded and evolved to incorporate all individuals (>100) and teams.

It started with the insight of The GC Index® at an individual level and then team and organisational level. This provided data and insight on how individuals are energised to make an impact in a role, team and ultimately the wider organisation.

DRIVING RESULTS: 110% SALES V TARGET



Programme goals achieved included:

- Self-aware, empowered, and engaged individuals
- Clarity of individual drivers of success
- Increased individual accountability
- Increased cross functional collaborative working
- Identify and optimise diversity of strengths
- Individual and collective development objectives
- Alignment and translation of data to inform business decisions



The GC Index provides data that has never been accessed before to improve decision quality

For Example: The GC Index® insight highlights opportunities for greater strategic clarity

Raw cut of data shows the top 4 highest performing Territory Managers lead with Implementer and Strategist energies which is aligned to the leading proclivities of the Leadership Team

The data suggests:

- The UK strategy has greatest impact with those who lead with both Implementer and Strategist energies.
- The top 4 highest performers shape the strategy and implement the strategy with rigour.

Proposed next steps - explore and analyse data based on:

- Individual team variability
- Direction from FLSMs- does this vary and if so, how?
- How is the strategy briefed to FLSMs and Territory Managers?
- How is the strategy re-communicated to them regularly?
- How accountable do individuals feel?
- Length of time in role.
- Experience in disease area and medical devices.
- Proclivity divergence in understanding the strategy?

	GAME CHANGER SCORE	IMPLEMENTER SCORE	STRATEGIST SCORE	POLISHER SCORE	PLAY MAKER SCORE
MEDIAN TOP 4	2.25	9.00	6.75	4.25	3.00
MEDIAN 5-8	4.25	5.75	4.75	7.00	7.50
MEDIAN 9-12	4.50	5.25	4.50	6.50	5.00
MEDIAN 13-16	4.75	6.25	5.00	7.25	6.25
MEDIAN 17-20	6.00	4.75	5.50	7.25	5.75
MEDIAN 21-24	3.75	7.00	5.50	6.00	4.75



The Game Changer Collective team's unique approach to understanding the impact of people within an organisation is transforming the way our teams approach working together.

Through their expertise and the use of The GC Index® profiling tool, we have gained a deeper understanding of individuals' energy for impact and how they can contribute to our collective success.



CAROLINE CHIVERS, DEXCOM UK AND IRELAND COUNTRY DIRECTOR



Working with The Game Changer Collective has been incredibly powerful.

The insight and coaching has been critical in making the Leadership Team better together.



LOUISE JONES, DEXCOM UK LEADERSHIP TEAM

Our programmes

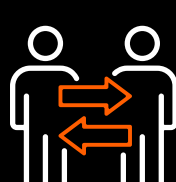
The Game Changer Collective programmes include impactful leadership and insightful team development programmes, transformational coaching, enhancing employee engagement initiatives and much more.



Impactful Leadership Programmes



High Performing Teams



Transformational Coaching



Diversity, Equity, Inclusion & Belonging



Employee Engagement

Are you curious?

Contact curious@thegamechangercollective.com