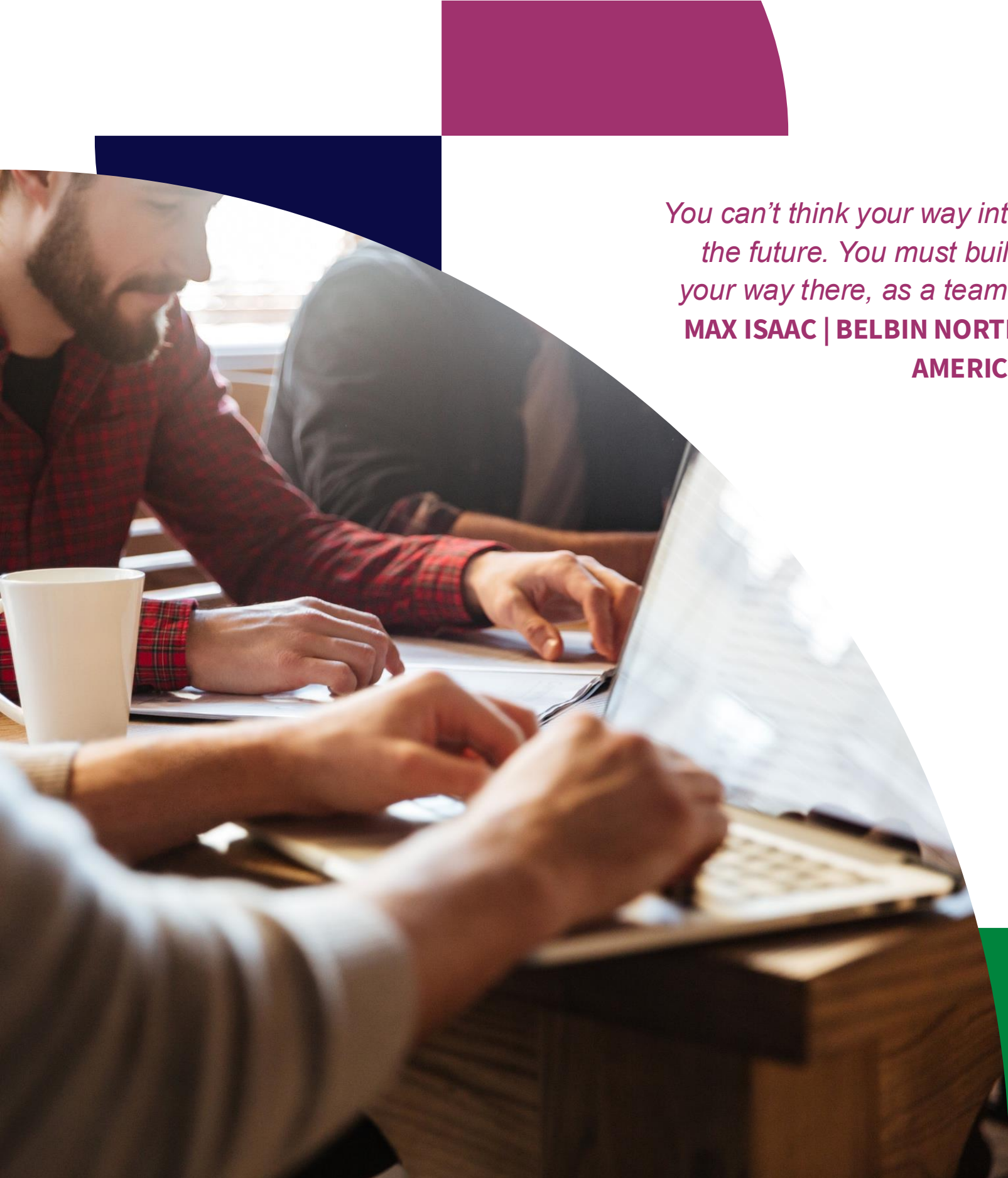


LEGACY BRAND. MODERN CHALLENGE.

*Canada's most trusted paper
wasn't about to get left behind*





*You can't think your way into
the future. You must build
your way there, as a team."*
**MAX ISAAC | BELBIN NORTH
AMERICA**

CASE STUDY OVERVIEW

COMPANY

The Globe and Mail |
Canada's newspaper of
record

INDUSTRY

Media – Print &
Digital News

FOUNDED

1844

HEADQUARTERS

Toronto, Ontario

REACH

Nationally respected in
politics, business, and culture

REALITY CHECK

By the mid-2000s, print was
under pressure. The digital
shift wasn't a wave, it was a
tsunami.



THE PRIMARY CHALLENGE

Empowering Teams to Thrive in a Changing Media Landscape.

As the media landscape shifted from print to digital, *The Globe and Mail* recognized the need to reimagine how it operated. Success depended on evolving how teams worked together: aligning roles, leveraging behavioral diversity, and fostering the collaboration needed to innovate while preserving the integrity of a trusted national brand.

"People don't need new titles to lead. They need the right roles and the clarity to use them."
MAX ISAAC | BELBIN NORTH AMERICA

HOW BELBIN NORTH AMERICA ADDRESSED THE CHALLENGE

Reimagination, By Design. | Thirty cross-functional teams. Zero guesswork.

- Belbin North America joined forces with internal leadership
- Each team was built with intentional behavioral diversity; imagine a balance of idea-generators, finishers, questioners, and collaborators
- A glaring gap in the Implementer role was identified so Belbin-trained leaders doubled down on strategic placement
- Unexpected leaders emerged not by hierarchy but by how they proved themselves in teams
- Execution met ideation, and things started to move

“You don’t rebuild culture by naming it. You live it, in every interaction and every team.”

LINDSAY LALLA | BELBIN NORTH AMERICA

THE RESULTS

Culture didn’t just shift, it accelerated.

- Faster launches of major programs and processes
- New workflows and newsroom redesigns, all executed
- Teams experienced heightened clarity, speed, and psychological safety
- “Implementer” practicality became the glue that turned ideas into results
- A real sense of “we matter,” not just polite participation

MAPPING PEOPLE TO PERFORMANCE

*Unlock collaboration, uncover strengths,
and shift team outcomes.*

“From insight to action – that’s momentum.”

Max Isaac | Belbin North America

Belbin’s Team Collaboration Mapping explores how your people collaborate—so you can build on strengths, balance roles, and drive even stronger results.



Let’s build teams that do more than collaborate—they deliver.
Visit belbinnorthamerica.com to start your own culture shift.



GET IN TOUCH

CALL US

937.400.1545 | 877.333.3606

WEB

belbinnorthamerica.com

EMAIL

info@belbinnorthamerica.com