



# FROM COMPLEXITY TO CLARITY: HOW SECURIAN FINANCIAL BUILT COLLABORATION AT SCALE

*A century-old financial leader  
modernizes teamwork to match its  
growth ambitions.*





*“The transformation within the division didn’t just change results, it reignited confidence.”*  
**MAX ISAAC | BELBIN NORTH AMERICA**

# CASE STUDY OVERVIEW

## COMPANY

Securian Financial

## FOUNDED

1880

## INDUSTRY

Financial Services |  
Insurance, Investment &  
Retirement Solutions

## HEADQUARTERS

St. Paul, Minnesota

## EMPLOYEES

5,500+

## STRUCTURE

Centralized HQ with  
decentralized divisions

## REVENUE

\$8.2B GAAP (2024)

## ASSETS UNDER

## MANAGEMENT

\$44B+ (Q1 2024)

*“It wasn’t a lack of ideas—it was the need for a shared way to harness them.”*

LINDSAY LALLA | BELBIN NORTH AMERICA

# THE CHALLENGE

## BREAKING THROUGH STRUCTURE TO SPARK NEW IDEAS

*To build what was next, teams first had to shift how they worked: from structured silos to shared innovation*

- Evolving expectations created urgency for new ways of working and clearer coordination
- Creative contributions were being suppressed in meetings
- Fast-paced delivery left limited time for reflection and inclusive input
- Leadership responsibilities occasionally overlapped, blurring decision authority

*“We turned ideas into action –  
building teams that were ready to  
deliver.”*

MAX ISAAC | BELBIN NORTH AMERICA

# BELBIN NORTH AMERICA’S APPROACH

## BUILDING A COMMON LANGUAGE FOR TEAMWORK

*Clarifying team dynamics and redefining leadership to drive collaboration*

Belbin North America partnered with Securian Division Head to bring structure and clarity to collaboration:

- Introduced **Team Collaboration Mapping** to visualize behavioral strengths and overlaps
- Facilitated a diagnostic workshop to surface communication and decision-making dynamics, which unlocked creativity within the team
- Partnered with leadership to apply Belbin Team Roles as a framework for alignment and accountability

*“This was more than a success story. It was a complete redefinition of how we operate.”*

**RICK AYERS | SECURIAN**

# THE RESULTS

## STRONGER ALIGNMENT, FASTER EXECUTION IN UNDER 6 MONTHS

*Repairing culture unlocked execution—and innovation followed*

- New retirement product launched in under six months
- Streamlined meetings and decision-making, reducing time spent by 30%
- Embedded a shared language of collaboration within the team

# BELBIN NORTH AMERICA'S COMPETITIVE EDGE

## WHY IT WORKS WHEN EVERYTHING IS ON THE LINE

*A scalable, strategic toolkit for behaviorally balanced teams*



### BEHAVIORAL PRECISION

Aligns people's strengths with their roles and responsibilities



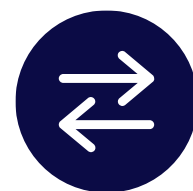
### PROVEN IMPACT

From finance to media, Belbin North America delivers transformation



### SYSTEMIC TOOLS

TCM surfaces blind spots and builds constructive momentum



### UNIFIED LANGUAGE DRIVES GROWTH

Shared language drives sustainable culture shifts

# MAPPING PEOPLE TO PERFORMANCE

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

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

Max Isaac | Belbin North America



Ready to turn potential into performance? Let’s build teams  
that don’t just collaborate — they deliver.

Visit [belbinnorthamerica.com](https://belbinnorthamerica.com) to  
start your culture shift.

# GET IN TOUCH

## CALL US

937.400.1545 | 877.333.3606

## WEB

[belbinnorthamerica.com](https://belbinnorthamerica.com)

## EMAIL

[info@belbinnorthamerica.com](mailto:info@belbinnorthamerica.com)

