The Energy Project®

CASE STUDY

Turning Strategy into Action Through Frictionless Collaboration

How a retail leadership team removed the friction that was stalling execution — by starting with their own energy.

AT A GLANCE

INDUSTRY	WHO	THE BLOCK	THE FOCUS
Major retail company	CEO and senior leadership team	Cross-functional silos and stalled decisions	Collaboration, trust, and leader energy

The Context

In trying to address the challenges they're facing, organizations and teams often invest significant time and resources into refining strategy and implementing the needed infrastructure and technology to bring that strategy to life, yet they still find innovation and execution stalled. In that case, we tend to find that the block goes beyond the strategic and structural level to the team's ability to work together seamlessly toward a shared goal. Misalignment, interpersonal friction, and inconsistent leadership behaviors can quietly erode the momentum needed to bring even the best strategies to life.

The Block

For the Former Chief People Officer of a major retail company, the problem was clear:

> *"You can rework your strategy 10 times over. You can't execute it unless the team is a well-oiled machine pulling in the same direction. That's what this program is designed to achieve."*
>
> **Former Chief People Officer, major retail company**

Despite having a solid plan, the leadership team was slowed by cross-functional silos, differing priorities, and a lack of collective ownership for decisions. There was little camaraderie on the team, decision-making felt stalled, and innovation was being stifled by circular conversations.

The Unlock

The collaborative work with the team began by creating a space for leaders to step back from the day-to-day and see their collective system more clearly. They uncovered sources of friction — both in interpersonal dynamics and in leadership habits — that were holding the team back.

The CEO described the impact this way:

> *"The short-term benefit was to rally the team around a shared vision and remove the friction, and to recognize that our own energy is the driver of how we lead and has an enormous impact on the organization — that effectiveness without friction has immediate results. The long-term benefit is that my leaders and myself, we've developed into better human beings and better leaders."*
>
> **Chief Executive Officer**

By focusing not only on collaboration skills but on the personal energy leaders brought to the table, the team built the trust and alignment needed to move quickly and decisively.

The Results

Unified Direction
Leaders aligned around a shared vision and pulled in the same direction.

Friction-Free Execution
The team addressed tensions directly, clearing the way for faster, more coordinated action.

Stronger Leadership Presence
Leaders became more aware of the impact of their energy on the team and adjusted accordingly.

Lasting Growth
The work supported both immediate performance gains and long-term leadership development.

THE KEY INSIGHT

The way a team works together is inseparable from what's happening inside each of its members. When leaders are carrying unexamined tensions, doubts, or rigid patterns, those internal blocks ripple outward, showing up as slowed decisions, guarded communication, unnecessary friction, and stifled creativity. By getting to the root of those internal blocks, leaders free their own energy — and in doing so, the energy of the collective system. The result is a team where collaboration flows, decisions move faster, and innovation emerges naturally.

Ready to remove the friction on your leadership team?

Talk to our team at theenergyproject.com/contact-us