



BEInG

Fearless Teaming

4:4:4 Method for Psychological Safety
Online Tutorial Program

The Buzz: “Culture”, “Trust”, “Impact”, “EQ”, “Vulnerability”, “Diversity”, “Inclusion”, “Purpose”, “Values”, “Innovation”, “Teaming”, “Communication”...Everywhere you look today, there’s another conversation about the permeation of these terms in global corporate environments.

The Impact:

- A [Columbia University](#) study shows that the likelihood of job turnover at an organization with high company culture is a mere 13.9 percent, whereas the probability of job turnover in low company cultures is 48.4 percent.
- [Aon Hewitt](#) found that a stronger culture can lead companies to perform higher in terms of revenue growth, operating margin and total shareholder return.
- [Study says](#) workers’ poor mental health could cost the U.S. \$16 trillion in the next 20 years
- Just one poor [mental health day](#) per month caused the per capita income growth rate to plummet 2 percent, producing \$52 billion less total income per year as a result
- A [Harvard Business Review](#) survey reveals 58 percent of people say they trust strangers more than their own boss (and 9 other shocking workplace statistics you need to know).

The Challenge: With limited resources and competing needs, it’s hard to know where to look, what actions to take to create real impact, or where to start.

The Research:

- [Major study](#) done by Google in 2012 of 180 teams across the company to find the key components of building high performance teams found that what really mattered was less about who is on the team, **and more about how the team worked together**. This was fostered by an environment of “psychological safety.”
- Coined by Harvard Business Professor Amy Edmondson, Psychological Safety “describes a team climate characterized by interpersonal trust and mutual respect in which people are comfortable being themselves.” Amy’s book, *The Fearless Organization*, can be found [here](#). Psychological Safety creates an environment of greater flexibility, able to respond more quickly to change and innovate more rapidly, which can be particularly significant in cross functional teams with high collaboration.

The Solution: The Fearless Teaming 4:4:4 Method for Psychological Safety Online Tutorial program (“The 4:4:4” for short).

- Interactive 50-minute video with accompanying curriculum
- Based on neuroscience, psychology, and decision-making research
- Offers tools at an individual, team, and organization and leadership level
- Allows for a common language to be created across the organization
- Scalable and affordable licensing model
- Empowers employee buy-in through individualized input
- Produces data for leadership to identify gaps and hone further resources based on a targeted need for greater impact and ROI
- Skill builds for candid conversations, effective communication, healthy risk taking, continuous growth, and more