

BRITE FAQ'S

Q - What is the recommended timeline for the BRITE assessment process?

A - Two and a half weeks. This includes uploading the order form, collecting data for two weeks, and delivery of the report. This timeline can be expanded or truncated as needed.

Q - How long does it take participants to complete the BRITE assessment?

A - On average, it has taken team members 15 minutes to complete the assessment. (Note: Each team member separately completes the assessment.)

Q - When can I expect the BRITE report?

A - Once the assessment closes, the report is generated within two business days and will be delivered to the designated email address on the order form.

Q - Are there any restrictions in terms of size of team or completion rates?

A - BRITE can be used with any in-tact team regardless of size (and cost remains the same). As such, we highly recommend that all team members be invited to participate. However, we recognize that not all team members may be available to take BRITE during the administration window (for example, are out on extended medical leave). As long as 80% of team members (including the team leader) respond, we can produce a report that reliably and validly measures team effectiveness.

Q - What support / training is offered to help me prepare a debrief with the client?

A - The BRITE report has been designed to be self-explanatory and can simply be walked through. However, we have prepared a Strategic Facilitation Guide that includes details on how to use the report for development purposes and provides several strategies that a team can employ to improve their effectiveness within each of the five critical elements referenced in the report. That guide will be provided when the report is delivered.

We are also working on creating a webinar that will walk through the report and allow for additional Q&A. The timing for that will be forthcoming soon.

BRITE Frequently Asked Questions

For practitioners that want to work more with teams and take BRITE results to a deeper development level, we will be offering a Team Training Workshop. The workshop will go into more detail about the research behind BRITE, the most prevalent result patterns observed in teams, keys in working with group dynamics, and how to facilitate the development of team effectiveness separate from individual effectiveness. The first of these workshops will be offered Q1 of 2024. We will provide more information on registration and costs for this training later on this website.

Q - How does BRITE relate to the LCP and the Universal Model?

A - The BRITE model addresses the energy flow within and between people on the team. Because BRITE assesses team characteristics that emerge only through interactions between team members, it is built on a different model than the Universal Model which accounts for individual leadership characteristics. However, individual characteristics do influence team interactions and as such there is a connection between the BRITE elements and the dimensions within the LCP. The BRITE report provides the specific linkages. The most obvious link is that Creative leaders generate energy within the team, while Reactive leaders disrupt energy within the team.

Q - When should I use BRITE vs the LCP?

A - The two assessments are meant to be complementary. In some cases, beginning with individual assessments helps generate more receptivity to exploring challenges in teaming. However, if you want to track team improvement, it is helpful to assess the team before any additional individual work has begun to set up a baseline condition so that you can track growth over time. Also, getting feedback on a team can help elevate the imperative for change on the individual level.

Q - How does BRITE compare and contrast with the Collective Leadership Assessment (CLA)?

A - CLA is a measure of collective leadership effectiveness - it measures the leadership skills of a group (or a team if used within an in-tact team). In essence it provides one aspect of team effectiveness - having effective leadership skills (an important aspect to be sure!). However, CLA does not assess other aspects directly related to team dynamics and the emergent states that evolve as team members work with one another. BRITE was specifically designed to measure not only leadership but the other factors influencing team effectiveness. It examines team synergy, shared goals and mindsets, quality of interactions, effectiveness of decision making and problem-solving processes. In essence, BRITE is a broad-based tool measuring all factors that are known to directly influence team effectiveness; whereas CLA is a deeper dive into the individual leadership characteristics that are related to the factors but doesn't directly assess the exhibition of those factors.

Q – Under what circumstances (purpose and goals) would one use BRITE vs. CLA?

A – BRITE is a great diagnostic tool that can be used to determine the extent to which there is good flow of energy in and between team members. It examines the quality of interpersonal relationships and interactions to identify where energy is being disrupted leading to dysfunction and poor team performance. Therefore, results can be used to target team development work.

CLA is a powerful assessment of the collective leadership skills of a group (team) and helps focus the development of individual skills of team members.

Note that these two measures can be used in conjunction with each other.

Also, BRITE was designed to be used within any type of team, not just leadership teams (e.g., service teams, production teams, etc.); whereas CLA's focus on leadership skills make it a better choice for leadership teams than other types of teams.

Q – How does BRITE compare and contrast with the Team Performance Synergy (TPS) assessment?

A – Both the TPS and BRITE measure the synergy within a team, including what contributes to better collaboration and what may disrupt a team's ability to work together effectively. The TPS does this by assessing the individual characteristics of team members that tend to predict good team synergy, whereas BRITE assesses team synergy directly by examining the cohesive characteristics of the team as well as their collaborative efforts and outcomes. Further, BRITE measures other moderating factors that integrate with synergy to influence team effectiveness (e.g., shared mindsets, team structure, etc.). So, BRITE provides a more direct and comprehensive assessment of team effectiveness.

Q – Besides the focus and comprehensiveness of results, are there other considerations in using TPS vs BRITE?

A – TPS is based on secondary analyses of LCP results. So, if team members have already completed the LCP, there is no need to collect additional data in order to have insights into team performance. Whereas BRITE requires all team members to complete the team assessment.

Because TPS is built on the analyses of both quantitative and qualitative data collected in LCPs, it requires extensive time and effort for the LC research team to encode data and conduct analyses. Therefore, the price for TPS is considerably higher than for BRITE.

TPS results are presented in terms of LCP dimensions, which will be more familiar to practitioners than will the results presented in BRITE, which is built on a different model. However, both products come with an Interpretation Guide that is designed to help practitioners gain the most understanding from the respective reports.

Q – How does BRITE compare and contrast with the Team Effectiveness Assessment (TEA)?

A – Both the TEA and BRITE measure factors that influence the effectiveness of the top leadership team. The TEA does this through a scorecard of 16 critical indicators of top team effectiveness supplemented with interviews conducted with each team member. The resulting TEA report is a rich, in-depth description of the characteristics, attitudes, and behaviors of the team that facilitate performance and that limit effectiveness, leading to clear development pathways for improving performance. BRITE does this by measuring factors that influence the effectiveness of all teams, not just top leadership teams. Thus, BRITE provides a broader, but less in-depth view of top team leadership effectiveness. It too can provide a general developmental pathway for top teams but will include less detailed recommendations than that generated by the TEA.

Q – When should I use TEA and when would I use BRITE?

A – Use TEA when:

- working with a top leadership team that desires the most comprehensive insights into the performance of the team.
- there is time and commitment of the team to engage in a more involved assessment (requires 45-minute interviews with each team member as well as scorecard completion)
- cost is less of an issue – TEA is three times as expensive as BRITE because of the customized and detailed feedback report. (Note: most top leadership teams do not find the TEA cost prohibitive.)

Use BRITE when:

- working with any type of team, and/or need only a broad overview of the effectiveness of a top leadership team.
- needing an easily administered survey assessment that requires limited (less than 15 minutes) involvement of team members.
- minimizing costs to the organization – BRITE is one of the most cost-effective team assessments.