

# Customer Spotlight



## Building effective communication and sustained success with Insights Discovery

Success is a journey. But the next phase is harder. Once awards have been won and accolades given, how does a company sustain and accelerate success?

### Background

The executive team at Casino Del Sol have a job that goes beyond market share and relates directly to empowering the health and well-being of its shareholders: The Pascua Yaqui Tribal community.

In 2017, the executive team at Casino Del Sol, Tucson Arizona's premiere casino, was ready to take the casino's award-winning success to the next level.

For them, the 'how' was clear: In a business about people; start there.

Leadership quickly recognized that key teams, as effective as they were, could be more cohesive and communicate better.

A decision was made to enable people in all areas of the organization to communicate better and to understand and appreciate their own value and the value that others brought to the table. It was critical that everyone felt supported to bring their most authentic selves to work and were confident to apply their unique talents to the community success of Casino Del Sol.

### Solution

The organizational development team set a goal: Support teams by creating individual self-awareness and teaching effective communication skills at every level of the casino from blackjack dealers to executive management.

The measurement would be a meaningful improvement in every team member's professional experience with careful and equal consideration given to those team members tasked with managing and leading others.

With the plethora of options available in the L&D training space, it took time to find the right products that aligned with Casino Del Sol's vision and community-based values. But a connection had been made a decade earlier, with one of the organizational team members experiencing Insights Discovery.

The acquaintance was renewed, and a decision made. Insights nature-based color energies language and deep psychological foundation resonated with Casino Del Sol: It was a match.

Casino Del Sol moved forward with a series of workshops and one-to-one profile sessions at the executive level. Then, with leadership fully onboard, the casino cascaded these learning experiences through the various branches of the organization.

In the six years since inception, the casino has accredited two in-house Insights Discovery experts to deliver programs to an entire generation of workers, and today Insights Discovery is a critical part of onboarding and a key component of each team member's ongoing professional development.



## Impact

Rita Mae Brown once said, “Language is the roadmap of culture”, and this is true in the corporate arena as well. Adopting the language of Insights color energies has transformed how employees and their leaders communicate with each other.

According to Casino del Sol’s Head of Organizational Development Marcus Diaz, “It’s amazing to see the Insights vernacular being used in management meetings, people refer to their color energy when describing how they feel, like ‘there’s that high red energy coming out again,’ and we all understand what that means. We use it in basic verbiage through the organization, and it helps us communicate better.”

The benefit is felt externally too.

Casino del Sol promises guests a best-in-class all-encompassing experience, and the casino looks to its teams to make that happen. If management is more self-aware and conscious of their behaviors, then the strategic bet, according to Diaz, is they’ll become better leaders, capable of building morale throughout their teams and empowering Casino del Sol to meet its brand promise.

“It’s a cycle,” he says. “By developing agile management teams and a roster of client specialists who are self-aware and empathetic, we deliver a better product when guests walk through those casino doors, and our guests really feel that.”

At an organizational level, we have experienced marked difference in how people navigate interpersonal challenges, frequently referring to their profiles to guide their development.

“I can tell you that, from a morale standpoint, we’ve had several managers that have said ‘I love this program’. That’s amazing. It’s why we always remind people, ‘Hey, go read your profile, what resonates with you today?’ There are always going to be challenges, and Insights Discovery reminds people of what they bring to the table so they can overcome those challenges and thrive in the best possible way.”

**If the best predictor of success is past success, then the future of Casino Del Sol is bright, and its leadership team intends to facilitate and support that journey every step of the way.**

