

Understanding Teams as **DYNAMIC ENERGY SYSTEMS**

Individual performance metrics tell you who is capable. Team effectiveness metrics tell you whether capability will combine in meaningful and productive ways.



BRITE™ measures your team's synergy and delivers clear, data-backed visibility into team dynamics.



Why Do Some Teams Succeed While Others Struggle?

Energy Matters

Even high-performing teams lose momentum when their energy flow breaks down. Misalignment, unclear structure, and hidden tension drain creativity and slow progress.

Teams are dynamic energy systems.

When energy flows freely teams achieve extraordinary results. When it's blocked, collaboration stalls.

Ask yourself:

- Is your team generating or draining energy?
- Where does synergy break down?
- What would it take to unleash full creative flow?

BRITE™ pinpoints the five root elements that most influence team effectiveness.



BRITE™

Broad-based Roots Influencing Team Effectiveness

learn more: briteassessment.com:



The BRITE™ Model:

Broad-Based Roots Influencing Team Effectiveness



Why BRITE™ ?

A research-driven model that **reveals the five root dynamics of team energy flow:**

- Sharing Mindsets – Build alignment and a shared sense of purpose.
- Building the Right Structure – Clarify roles, authority, and accountability.
- Creating Safety & Cohesion – Foster trust, inclusion, and psychological safety.
- Processing Information – Enable clear communication and constructive conflict management.
- Producing Results – Drive accountability, strategy, and disciplined execution.

Ready to Unleash Energy in Your Teams?

Start with the BRITE™ Team Assessment

- Gain a clear snapshot of your team's energy flow.
- Receive a free Facilitation Guide with actionable debrief tools.



Not your region? See briteassessment.com for more options



Why It Works:

- Clarity at the team level
- Makes invisible team energy visible.
- Shows exactly where energy is being lost — and where to intervene.
- Turns insights into immediate action.
- Enables targeted development
- Apply one framework consistently across teams, functions, and geographies.

Achieve high performance with a BRITE™ Team Assessment

For Coaches

- Pinpoint exactly where a team gains or loses energy.
- Use a “mirror, not a scorecard” to guide high-impact debriefs.
- Move from insight to action in a single 90-minute session.

HR & Talent Leaders

- Scale a common language for team effectiveness.
- Embed energy awareness into leadership development.
- Turn culture from an aspiration into measurable reality.

For Team Leaders

- Build alignment, trust, and momentum.
- Reduce wasted energy and unlock your team's full potential.
- Lead with clarity using actionable insights and tools.

You don't just measure with BRITE™ — you activate energy for lasting change