



HunterRockhold

## Case Study: **Communication/Conflict Resolution**

Salvaged at-risk collaboration for clinical research organization

*"I learned things  
from Barbara that I  
would never have  
thought to do."*

Program manager, clinical  
research organization

### **Client Situation**

A Clinical Research Organization (CRO) and a sponsor organization were having serious project and program issues that threatened both the possibility of working together on future studies and the larger reputation of the CRO.

### **Approach**

Barbara **created a safe environment** for all participants to communicate their concerns. After interviewing study team members from both organizations, Barbara **involved key study participants/stakeholders** from each organization in designing a meeting agenda to address the expressed issues and concerns. The joint meeting that she facilitated **ensured open and honest communication** and all were heard. Together, the team discovered common ground, built trust and had fun—all of which helped the team to establish new norms for how they would work together and talk about challenges/issues in the future.

### **Results**

Barbara helped the team identify new ways of working and new processes that minimized or eliminated problems going forward. The improved working relationship **salvaged the CRO/sponsor relationship** and preserved the CRO's reputation, paving the way for future collaborations.

### **About Barbara Hunter**

Barbara Hunter is an executive coach and organizational development consultant whose business insight and engaging style have combined to create sustainable change in individuals, teams and organizations for over 20 years. Her clients range from small regional businesses to global companies. These companies include a wide range of industries—pharmaceuticals and research, education, computer networking and telecommunications, automotive, and utilities. For more information, visit [www.hunterrockhold.com](http://www.hunterrockhold.com).

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