



How Vertin strengthened connection through Prevue Team Workshops

Vertin is one of the largest funeral service companies in the Midwest. With over a century of service, they continue to lead with compassion, integrity, and a commitment to supporting both the families they serve and the people who serve them.

The Focus & Goals

The organization wanted a meaningful way to deepen connection and understanding across their teams – especially as managers continued developing their people. Their intentions were:

- Strengthen team connection
- Improve communication
- Help managers better understand each team member's strengths and work styles

Partnering with Prevue offered the perfect opportunity to bring teams together. The Team Workshops provided leadership with a structured, engaging way to spend time onsite with each team – creating space for honest dialogue, shared learning, and stronger relationships.

About the Company

Objective

Strengthen team connection and communication

Industry

Funeral & Memorial Services

Company Size

700 employees

VERTIN



The Approach

Prevue's Team Workshops, facilitated by our I/O Psychologist, brought teams together through a blend of personality insights and interactive group learning. In total, **8 workshops** were delivered: two with the leadership team and six across various funeral home locations, each fully customized to reflect the unique dynamics of the group.

Participants first learned about their individual Team Type, gaining a deeper understanding of their own strengths and tendencies. From there, they explored how the different types interact and shape the overall team. This format encouraged honest conversations and strengthened relationships.

As one leader described it: **"The workshops provided a meaningful and neutral way to explore our team dynamics – offering personal insight that quickly evolved into powerful, team-wide understanding."**

The Impact

Since the workshops, Prevue Team Types has become part of everyday conversations at Vertin. Teams now recognize behaviors consistent with each person's type in lighthearted moments (**"How very Maverick of you!"**) and also use the framework in deeper conversations about talent, strengths, and how to help each team member thrive.

Leaders and managers now have a clearer understanding of each team member's preferences, communication styles, and day-to-day work tendencies. This shared insight helps reduce misunderstandings, support individual needs, and build a more cohesive team environment.

As the client shared, **"Knowledge is power!"** The experience has helped the organization:

- Have more open, honest conversations about team dynamics
- Better anticipate how people will respond in different situations
- Strengthen a culture of continuous learning and growth

“

Prevue has become an invaluable tool not only for hiring but also for developing stronger teams and aligning our culture company-wide. It's been a fantastic partnership!

— Jolene, Sr. Business Partner

”

For more information about how we can help your organization with hiring and talent management, get in touch.



sales@prevuehr.com



888.277.3883 x1



www.prevuehr.com