



EQUILIBRIA™

A City Comes Together by Embracing Personality Diversity

Super Bowl LI as a Test Case

With more than 110 million media viewers and 100,000 attendees, the annual championship game of the National Football League, Super Bowl LI, was the chance for host city Houston, Texas, in 2017 to showcase the vitality of its community. It also was an opportunity for Houston to look beyond the big game and build on its legacy as, according to the U.S. Census Bureau, the most diverse city in America.

But how? The Houston Super Bowl Host Committee (HSBHC), under the leadership of CEO Sallie Sargent, called upon the global coaching organization Equilibria to bring together the 10,000 volunteers, and community partners needed at the ground level to make the event seamless to observers and participants. The goal was to ensure that all those touched by the many Super Bowl planned activities, including those working the events, would have the best experience possible. In doing so, Houston would be recognized by the world as a thriving city whose people – no matter their backgrounds – work together to accomplish greatness.



A Plan of Action

Equilibria quickly set a strategic game plan with the HSBHC. Each component built on Equilibria's free- of-charge Personality Diversity Indicator (PDI), using its proprietary E-Colors as markers for self-awareness of personality patterns, communication styles and personality tendencies. The colors (red-the doer, yellow-the socializer, blue-the relater and green-the thinker) represent the four main personality quadrants. With heightened self- awareness, volunteers, HSBHC staff and community partners were coached on Personal Intervention, a tool that allows individuals and teams to make intentional choices and respond rather than instinctively react to a situation. Personal Intervention is key in building scalable, sustainable outcomes.

Engagement elements:

- **Coaching the HSBHC staff.** A first step in building effective teamwork and communication was to work closely with the paid staff, all of whom came from different professions, walks of life and cultures and few who had ever worked together. Equilibria assigned two of its own coaching team to be embedded into the host committee staff, one as the Team Coach and the other who acted as a Special Community Events Liason.
- **Training the Volunteers.** With the 10,000 volunteers vetted and selected by the host committee, Equilibria was an integral part of their welcome at the launch event. Each volunteer was asked to take the PDI and learn more about their personality and consider their character which encompasses background, beliefs, life experiences and core values. In addition, Volunteer Captains were given additional training so they could better support those who would be working most closely with them on assignments.
- **Outfitting the Volunteers.** In addition to the official clothing worn by all volunteers, they were also issued a Houston Super Bowl Host Committee Personal Intervention wristband indicating their predominant personality colors as well as a “Pause” and “Play” icon to remind them of how to capitalize on their personality strengths and recognize potential limiters. They also received an Equilibria intentional communication “cheat sheet” on how to recognize certain communication styles and how to be most helpful to others based on that information.
- **Bringing Personality Diversity to the Community.** In advance of the big game, The City of Houston initiated Touchdown Tours, football themed events at public parks across the City to ensure that all neighborhoods were included in the fun and festivities leading up to Super Bowl LI. Equilibria joined forces with BBVA Compass, the Volunteer Sponsor, for most of these Saturday festivities. E-Colors in Education Champions, ages 9- 21, shared how understanding Personality Diversity improves chances for success with the crowds and actually took people through the PDI to learn their own E-Colors. Additionally, Equilibria participated with former NFL players and the Host Committee to take literacy to the next level- through a book drive and readings at Elementary Schools. An E-Colors coloring book was distributed to reinforce the importance to understand the importance of how we all think and act differently.
- **Working with Partners.** Throughout a span of six months, Equilibria brought the importance of embracing our differences to a new level—whether that was conducting sessions for METRO bus and cab drivers, working with University of Houston MBA students assigned to an NFL team owner or meeting with spiritual and corporate leaders.
- **Providing Extended Coaching On-Line.** As a means to extend the legacy of diversity and tolerance so important to Houston, and to ensure continuous learning long after the game, Equilibria made its on-line training course available at no cost to all Super Bowl LI local volunteers, community partners and sponsors.

Sallie Sargent CEO HSBHC – her perspective



“Every city is different and Houston is all about its people. We wanted to showcase and celebrate that and we needed our front-line ambassadors to be representatives for the city. When you bring a team like this together from all kinds of backgrounds we needed help to get everyone on the same page and to learn how to work together to become one team. By adding Equilibria’s program to the volunteer training, it taught people how to communicate with each other and, of course, with the one million plus visitors that enjoyed the downtown activities and events pre- Super Bowl.”

Who Won Super Bowl LI?

Long after the New England Patriots beat the Atlanta Falcons in overtime, the real winners of Super Bowl LI were, based on all reports, the people and the City of Houston. Yes, the economic impact was startling. But for those attending the events surrounding the big game, the lasting impact of the game is a City filled with passionate, positive and helpful folks who now understand that lessons provided them through Equilibria will last a lifetime in both their personal and professional pursuits. The spirit of diversity is a cornerstone of success for Houston, enabling those who call it home to realize their dreams and help others to do the same.

