

BMSW4002

Effective Team Working and Communication

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Introduction

Employees of Next PLC, an international fashion brand with a wide range of backgrounds, demographics and experiences, will be subjects of this report to examine how they can form effective teams, how effective teamwork affects business project success, and what kinds of roles are needed to achieve this goal. The author of this report makes an effort to think of potential answers that might improve the way the members of the team collaborate with one another so that the product launch can go off without a problem.

Development of an effective team

Managing diversity is one of the most significant elements of developing an effective team. Upholding and acknowledging the differences between individuals, such as age, identity, ethnic background, religious practice, functional limitations, sexual orientation, education, and professional experience, is what is meant by diversity management (Lasater and Stiles, 2010). The vast majority of prosperous businesses all over the world are embracing diverse work environments. Cultural diversity in the workplace has been shown to have several benefits, including increased inventiveness and ground-breaking ideas, increased competitiveness and revenue growth through local market understanding, increased cultural responsiveness, targeted marketing through perspectives and local knowledge, increased productivity and performance, and a better potential for professional advancement (Steijn, 2020). On the positive side, there are also some challenges, such as people being more excited about the opportunities. A key goal for many of the business leaders of Next PLC is to prepare the employees to work in diverse teams. This is accomplished by providing an initial orientation session in which employees identify what a successful team is and the key strengths and skills each employee can add to a group project. In addition, these initiatives instruct employees of Next PLC on intercultural communication and working in diverse teams (Manata, 2019). The employees of Next PLC have the potential to build an efficient team in an environment that is rich in diversity if they communicate with one another, get to know one another's strengths and limitations, and determine what roles they can play within the team. When employees will take the time to get to know one another better, it will become much simpler for them to effectively collaborate even though they come from a variety of diverse backgrounds and there may be a language barrier.

Theory of group dynamics

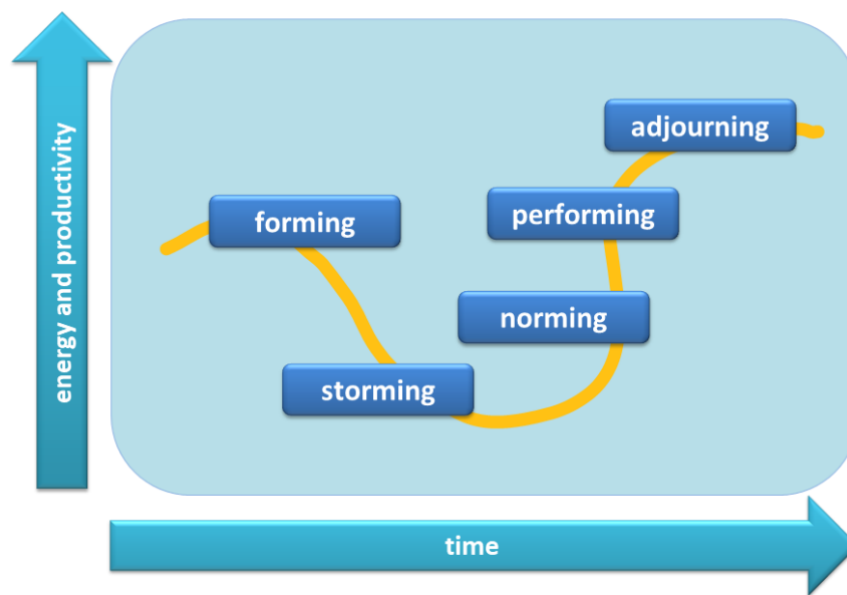


Figure 1: Tuckman's team development theory (Lasater and Stiles, 2010).

The Tuckman model will be utilised in this section of this report to gain an understanding of the circumstances surrounding the Next PLC employees. According to Tuckman's stages of team development, for a team to be effective, it must first go through the phases of forming, storming, norming, performing, and adjourning. During the forming stage, the focus is on getting to know each member of the team, building trust with one another, and determining what to expect moving forward (Mullins, 2016). The storming stage is the most challenging stage since it is when expectations and limits are questioned, the talents and weaknesses of each member are discovered, and the function that each individual plays in the team is recognised. At the norming stage of the process, everyone in the team is fully aware of their responsibilities within the group and is working on the aspects of the project that fall under their purview (Rudani, 2011). The only teams that are able to reach the performing stage are the ones that have already demonstrated successful collaboration on previous projects and are able to move fast and independently to tackle the assignments. At this point in the proceedings, the team will be adjourning, and its members will be dispersing to pursue their own goals.

The impact of effective team working

Teams are described as groups of people that work together to accomplish a common objective, which is generally a critical aspect of any organisation, with employees using their

expertise and offering constructive criticism. People who work for a company feel that a project's success or failure is strongly linked to poor teamwork. Collaboration is described as working together to accomplish a common goal, with the most successful and productive teams consisting of no more than six people (Manata, 2019). In Next PLC project management, the maximum number of employees will be allowed in a presenting team is six, so that the employees may interact well and get to know each other. A lack of mutual respect and trust, different mind-sets, poor listening skills, gaps in knowledge, a failure to align goals, information hoarding, organisational conflicts, and physical separation are some of the most common roadblocks to effective collaboration, so getting the team together physically and identifying each member's strengths and weaknesses will be an important part of the team development in Next PLC (Steijn, 2020). People who prioritise their interests over those of the team, do not understand their roles and responsibilities, or are not well-versed in the subject matter are all examples of potential roadblocks to productive teamwork. Other potential obstacles include poor communication, a lack of organisation, and even a complete lack of enthusiasm.

When it comes to new projects and the formation of teams, it is significant to confirm the purpose from the beginning to the end, start creating a diverse team with a variety of skills and perspectives, practise teamwork through activities before they begin working together, make use of the strengths of every individual, and delegate tasks in accordance with those strengths. Only then will business leaders of Next PLC will be able to form a cohesive team that functions well together and efficiently achieves results. Skills like openness and trust in each other, respect and constructive criticism are necessary for a team to be productive in their work together (Powers, 2015). Roles must be given to ensure that everyone in the team understands their responsibilities. The Belbin model is the most commonly used model for creating a well-balanced team, and it will be discussed in the next section of this report. As business leaders of Next PLC, managers of this organisation will need to guarantee that the teams are operating correctly and effectively, and they will require direction (Rezaei and Barzoki, 2017). Employee teams need to realise that by using the aforementioned principles of working together to develop a strong presentation and creating trust and familiarity with each other's talents and shortcomings, they may achieve excellent results and get high productivity in the project of Next PLC.

Types of roles that are needed to create an effective team

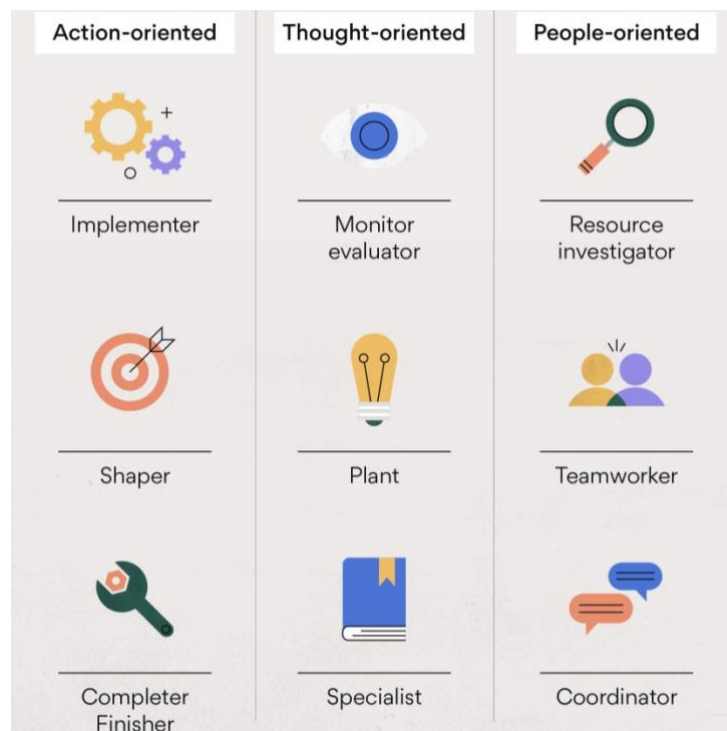


Figure 2: Belbin team roles (Leicher and Mulder, 2016).

- a) **Shaper:** Shapers are those members of a team that help propel the team ahead. They are driven to take action and inspire others to do the same, regardless of the obstacles they face. Natural leaders and shapers excel in managerial positions (Powers, 2015). Whenever a problem arises, these people are the first ones to come up with a solution.
- b) **Implementer:** These team members are action-oriented and keep control of their surroundings. They have a knack for bringing ideas to life, and they are quite practical about it. Implementers are quick to act, but they also have a strong work ethic. These people may be the team's pillars since they have the confidence to back up their colleagues.
- c) **Completer finisher:** Completer finishers, as the name implies, are detail-oriented people who obsess over the smallest of things (Stulgiene and Ciutiene, 2014). Introverted team members may be a useful asset since they encourage others to achieve their best work.
- d) **Plant:** The plant is a creative and clever team member that is always thinking outside the box. Even if their contributions might help the team achieve a better balance, they would rather work on perfecting and establishing their own ideas before discussing them with the majority of the team. It is possible that plants would rather work independently, but

even if they are not as talkative as the other members of the group, they still have a lot to give.

- e) **Monitor evaluator:** The monitor evaluator plays a thought-provoking function in a team. People of this kind can set their emotions aside to focus on the situation at hand and come up with creative solutions (Steijn, 2020). For the most part, monitor evaluators excel at initiatives that call for in-depth research and long-term planning. They evaluate ideas to see if they are worthwhile and viable, and if so, they take the necessary measures to move them forward.
- f) **Specialist:** In the same way that all of the other positions in the thought-oriented team function best alone, specialists do the same (Rezaei and Barzoki, 2017). Even if this person is more self-sufficient, they have a great deal of value to the team because of their unique combination of skills.
- g) **Coordinator:** Someone on the team with strong interpersonal skills is going to be in charge of coordinating everything. Because they encourage collaboration among members of the group and work to ensure that their goals are met, coordinators typically hold positions of authority in many different types of organisations (Mullins, 2016). The other members of the team look up to and respect coordinators to reach a conclusion.
- h) **Team worker:** When there is a disagreement, this type of members of a team can quickly resolve it amicably (Rudani, 2011). When one team member is overburdened or another is dealing with a personal crisis, the rest of the team is quick to step in and give assistance.
- i) **Resource investigator:** It is like this type of person who looks for new ways to advertise the business or to network with key stakeholders in preparation for a new product launch (Powers, 2015). As a result of their optimistic outlook, they are natural networkers or business facilitators.

How to overcome the barriers

As soon as the teams were formed, and they are allocated duties, it is critical that they interact with each other throughout the duration of the project. There must be at least one sender, at least one receiver, and a message for effective communication to be described as taking place. People's ways of communicating are categorised into verbal, nonverbal, written, and visual communication, which includes body language, gestures, personality, and many more methods (Lasater and Stiles, 2010). It is possible for a business leader in Next PLC to implement an open-door policy from the start, which allows members to ask questions, speak

honestly and frame ideas at any time during collaborative efforts. The team can also make use of project management tools for transparency and openness to feedback, as well as being clear about tasks and responsibilities (Rezaei and Barzoki, 2017). It is called collaboration when a group of individuals work together to attain a shared objective. This may be anything from a corporate project to a simple task like cleaning the house. Teamwork can therefore play a crucial part in the team conflict resolution process of Next PLC. If they work together, they will be able to take advantage of it. Employees of Next PLC will also benefit from increased production as a result of teamwork (Manata, 2019). Their productivity will rise more quickly if everyone in it works together as a team rather than individually. It will also allow the employees to communicate more often and efficiently in real-time, minimising friction and delays, which will lead to improved efficiency. Employees of Next PLC will be able to complete a task more quickly if the business leaders of this company include more individuals in this process. As a result, the running costs will be reduced and the greatest use of the resources will be made. In a company, teamwork fosters creativity and innovation (Leicher and Mulder, 2016). More heads in a business will allow them to tap into a wealth of creativity and innovation that will benefit their clients. The employees of Next PLC will feel more appreciated if they are included in the decision-making process. The company's collaboration and effective teamwork will ensure real-time communication, which will eliminate the possibility of misunderstandings, and will foster personal ties among employees, resulting in a pleasant working atmosphere in the company.

Conclusion

The bottom line is that people from different walks of life may get along just fine if they go through a few phases of getting to know one another. Employees of Next PLC must have at least one of the abovementioned team working assistance from their business leaders where they will get to know each other via gradual collaboration and communication to work more effectively on the new project of Next PLC. The benefits and rewards of working with a varied, creative, and inventive team outweigh the problems. Employees who are likely to deal with people from a variety of origins and cultures would benefit from this experience. Using the theory above, employees may build an effective team by crossing the obstacles that may lead to inefficient teamwork, if they define the right duties for each member and realise how good teamwork can affect the success of the team.

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