

LCBB4003_BIRM Component two

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Component Two

**Group effectiveness and wellbeing of employees
(Twitter)**

Contents

Introduction 3

Main Body 4

Conclusion and strategic suggestions 7

Introduction

“Businesses that truly champion mental health and staff wellbeing will be able to attract and retain talent, which will benefit both individuals and the organisation.” (Karen McIntyre 2021)

Wellbeing in an organization can prevent stress and it creates a positive working environment where employees and organisations can both thrive. Wellbeing and good health can be a core engagement and organisational productivity.

A group effectiveness is the capacity a group must accomplish the goals or objectives administered by authorized personnel or the organization. A group is a collection of individuals who are interdependent in their tasks, share responsibility for outcomes and view themselves as a unit embedded in an institutional or organizational system which operates within the established boundaries of that system. Groups and teams have established a synonymous relationship within the confines of processes and research relating to their effectiveness (i.e. group cohesiveness, teamwork) while still maintaining their independence as two separate units, as groups and their members are independent of each other's role, skill, knowledge or purpose versus teams and their members, who are interdependent upon each other's role, skill, knowledge and purpose.

In this essay we will look at one of the biggest and most influential social media sites that is on the market today. We will also look at the impact of it's acquisition by the richest man on earth now, Elon Musk and how this affected the wellbeing and teamwork of the organization's employees.

Before we start talking about the main subject of this essay we will go through a brief and short history of Twitter and its new boss Elon Musk.

Twitter is a social media site where users are uploading short posts mostly known as tweets, these tweets are composed or can contain text, videos, photos, or links. Twitter was officially launched to the public on 15th of July 2006 by Jack Dorsey, it has seen a growing popularity over the years and today there are approximately 500 million tweets posted every day.

Elon Musk is currently the richest man on earth with an estimated value of \$250,4 billion USD. Elon is a businessman and investor, he is the founder and chief engineer of SpaceX,

CEO of Tesla, founder of the Boring Company and many other successful companies that operate in different areas and philanthropic foundations like Musk Foundation.

On 14th of April 2022 Elon started the acquisition of Twitter and by 27th of October 2022 the acquisition has concluded. During a TED talk interview Elon said that he aimed to make Twitter a "platform for free speech around the globe" (Elon Musk 2022).

Main Body

Groups are defined as a number of people which are together in one place at one time, a group is a set of people with the same interests who organize themselves to work or act together. Each member of the group should and needs to have some responsibilities at an extent. Peter Honey has said that there are five key team roles, and they are as following: leader, challenger, doer, thinker, and supporter, of course we can enumerate many more roles as group and teamwork and its benefits is one of the most studied subjects these days. Leader is the person who coordinates the team or group and makes sure that they have clear objectives, and everyone is engaged. Leaders are good at prioritising tasks that are needed to complete a project, they set realistic targets, are organised, and are focusing on time management also one of their main qualities is that they pay attention to details.

Challenger, he is questioning effectiveness and drives for results. He is looking at problems or issues that a team/ group may encounter and sees more than one solution. They are always striving to do things better.

A Doer takes on practical jobs and encourages progress within the team. Doers are dealing very well with distractions and are focused on work; a doer is proactive and task oriented.

The Thinker is producing ideas and analysing the ones proposed already. They are good at selecting information needed for solving an issue, they are logical and prioritize tasks into steps.

The Supporter is easing the tension that may be in the team and is promoting harmony, they work well in a group and are good listeners also they are staying calm when conflicts appear.

Psychologist Bruce Tuckman, discussed the movement of teams through five stages known as forming, storming, norming, performing and adjourning.

Forming, in the workplace, managers and leaders can take initiative to manage groups in the form of providing employees a chance to meet and set their goals with effective discussion and collaboration.

Storming is the second stage that a group faces, that refers to solving issues and gaining trust after feelings of anger or frustration, due to expectations not being met.

Norming, the third stage stands for the solving of struggle and challenges that individuals of a group are facing while working with each other. In this stage the individuals can appreciate each other's strengths and respect the authority of a leader.

Performing, Tuckman describes the fourth stage as the period in which the individuals of a group can support and ensure team efforts with the ability to carry out action to achieve a goal.

Adjourning, the fifth and final stage discussed by Tuckman, talks about the moment when a team reaches the completion point of a task. In this stage the individuals have a better understanding, collaboration, and coordination skills, and can reflect and learn from the experience, which benefits the company in several ways.

Another model of Team Management adopted by organizations is GRPI, which consists of four different stages (Maneesakprasert and et.al., 2023). The GRPI acronym stand for Goals, Roles, Processes, and Interpersonal relationships.

GRPI team management model was introduced by a development expert and professor, Richard Beckard ("GRPI Model of Team Effectiveness: Benefits, Limitations, Whatfix Blog., 2023").

Goals, in the first stage, the members of the team need to understand that every project has a purpose. The first step that the individuals are taking is defining the outcome they expect to achieve, having SMART (Specific, Measurable, Achievable, and Relevant) goals.

Roles, in the second stage, managers and leaders can take initiative to delegate and define roles and responsibilities as it generates awareness among the team members and an easy way of understanding what? why? and in which manner they can perform during the task.

Each team member should be aware of their duties and understand the level of authority that their role provides.

Procedures, during the third stage, the team leaders need to create a clear plan that will provides a clean path and ensures that objective of the project is achieved.

It is important for the management to monitor the processes during this stage, to ensure that all team members are coordinating together to share workload and respect their roles.

Interpersonal Relationships

Due to the different outlooks, learning styles and working styles, the final stage of the GRPI model helps us understand the importance of conflict management process that are needed for a team to function at its best. This process encourages clear and respectful communication between team members and a constant flow of constructive feedback.

Building a solid foundation between team members, promotes trust and leaves room for

independent achievements with the assurance that the work is being done towards the common goal.

Further we will look at one of the most known organizations now days and how it's teamwork and wellbeing was affected after one of the most influential billionaires of our days has acquisitioned it.

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As of January 2022, Elon Musk started buying Twitter shares and in April same year he became the largest shareholder with a 9.1 percent ownership stake. Twitter has invited Elon Musk to join its board directors and initially the invite was accepted before declining it. On 14th of April Elon Musk made an offer to buy the company but the board team responded with a "poison pill" as a strategy to resist the takeover but on 25th of April they accepted unanimously Elon's offer of \$44 billion USD and acquisition finalised in October same year. Since then, Elon Musk was the CEO of Twitter until stepping down in June 2023 and was replaced by Linda Yaccarino. In the time of being CEO Elon Musk's relationship with the team had ups and downs, Elon not being pleased with Twitter's structure at the time and by April 2023 more than 6,000 employees lost their job. Elon stated at the time that the social media platform went from under 8,000 employees at the acquisition time to 1,500, a reduction that equates to 80 percent of Twitter's staff. This move has been done mainly to reduce costs and increase revenue. Although after a study case done by Comparably Twitter employees are in the top 25 percent on similar size companies. One of the main aspects of employee happiness is the compensation, 62 percent of Twitters employees said that they are paid fairly, 78 percent are satisfied with the benefits that they are receiving, and 57 percent are happy with their equity.

In July 2023 after almost one year since Elon Musk took over Twitter it has been reported that the business lost almost half of its revenue from advertising. The company did not have the expected growth for June, but Musk said in an interview that July looks a bit more promising. The rival app called "Threads" is posing a major risk to Twitter as in a very short time after it was launched it reached 150 million users and has the potential to grow up to 2 billion users as analysts say.

Meanwhile Twitter is struggling and is under the pressure of huge debts that it has accrued over time. Elon Musk has said that Twitter is still well behind where he aimed it to be when we are talking about the financial situation." We must get to a positive cash flow before we have the luxury of taking care of anything else,"

Looking at the above we can see that since Twitter was acquisitioned by the American billionaire the organization went through tuff periods and a lot of accusations have been

raised by both sides and it will be interesting to see where the company will be in the future.
5
Elon Musk's grand plan for Twitter — that is, what he hopes to create beyond a “town square” for posting and messaging — is starting to take shape. And that shape is a super app.

Conclusion and strategic suggestions

In conclusion it is recommended that the CEO's and Board Directors should work together as a team to find out how Twitter can be maintained where it is now and overclass their new “rival” Threads, owned by Meta.

Twitter can take into consideration two of the best and probably most challenging techniques that can help a team grow, work well and develop new approaches to situations, called ‘Brainstorming’ and ‘Listening Brainstorms’.

Brainstorming and ‘Listening Brainstorms’ helps the members of a team to develop better communication skills, solve problems more easily, everyone could share what they like and dislike about a concept, which helps to narrow down the next step quicker. Brainstorming is an effective way of problem solving, this enables the creative mind of the individuals to come into play which can only benefit any company.

9
This approach will encourage the team members to listen to each other more carefully, leading to better idea generation and stronger team projects (Bell, 2020).

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