



A Report on the

Effective Team Working and Communication of Next Plc

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Executive Summary

The phrase "team building" is used to describe a wide range of activities aimed at improving the efficiency of a group. The purpose of this report is to maximize the potential of each team member like Next Plc so that everyone may grow personally, communicate effectively, and exercise leadership and problem-solving abilities in a group setting. Researchers have found evidence that suggest the benefits and drawbacks of collaboration are dependent on a variety of variables, such as organization's atmosphere and culture as well as team members' commitment levels and their financial incentives and autonomy. It is the objective of this report to evaluate the current knowledge on teams in order to present a realistic glimpse of what may be accomplished through cooperation.

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Introduction

This report is written following the case of Next Plc where team will be responsible for launching a new line of children's wear across its stores around the world. There are both positive and bad effects that communication can have on teamwork. Work is put at risk whenever a group of people are not actively and efficiently talking with one another (Pfrimmer, 2014). In order to achieve better results from working together as a team, it is essential for everyone to acquire the skills necessary for effective communication. In this report, an overall analysis of effective teamwork and communication development within a team like Next Plc is illustrated thoroughly.

Next Plc and the need for effective teamwork

Due to the fact that Next Plc is a worldwide fashion brand with more than 189 franchise locations throughout the world, its staff is multicultural. However, it's been facing some lacking in the team buildup and in the communication line of work among the individuals involved in there working as a team. This is where the importance of having an effective and efficient team comes into play.

There are a number of indications that may point to the necessity of team building (Wagner, 2014). Adverse feelings towards the manager, productivity loss, complaints regarding the service quality, lower turnout, misinterpreted decisions, and ambiguity about assigning tasks are some examples as to why teamwork is needed (Leonard et al., 2015). Whenever a team is coordinating and working together effectively, its slowly but steadily driving towards the team's main goal.

Techniques in building an effective team

One of the main goals of team development is to improve communication among participants, both as members of the team and also as individuals. Improved operational rules and procedures can also be achieved through team building by encouraging employees to accomplish their goals (Liebowitz and De Meuse, 2016). There are some ways in building an effective team.

Trust and respect

If a company doesn't possess a trust and respect-based team atmosphere, it'll only be able to achieve limited results. Trust and authenticity are what people look for in a leader, not just in a person (Costa, 2014). As long as the team has faith in each other, they will be able to work together despite what circumstances throw at them.

Meeting arrangements for interactions

In order to improve teamwork, companies should encourage employees to get to know one another. At the very least, it should arrange for all employees to meet face-to-face at least once per year. Character and inherent talents can be exhibited in a team environment (Cooren, 2014).

Tuckman's Team Development Model

Teams frequently form and disband in the real world, which means they may be moved to a new Tuckman Stage at any time. A newcomer or a team member missing meeting might send a group back into the Tuckman stages like Storming, even if they were doing well in Norming or Performing.

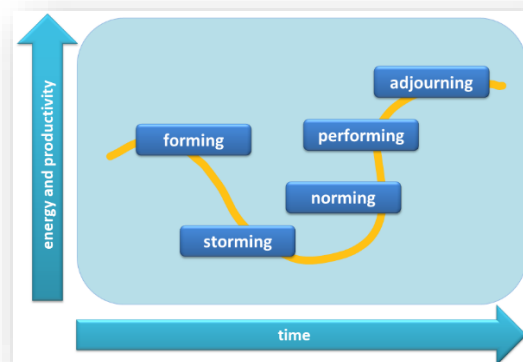


Figure: Tuckman's Team Development Model (Miller, 2014)

Forming

Individuals will be unclear of what the team's objective is, how they fit into it, and if they'll get along with each other at the beginning. To get started, they may be apprehensive or intrigued. In any case, the team will look to the leader for guidance (Miller, 2014). The process of getting to know each other their new coworkers may take a little time.

Storming

As the storming stage approaches, individuals begin to test the limits that have been set previously. As people's personalities and preferred methods of working come to light, disagreements might emerge amongst team members. Participants may now question the leader's authority, managerial style, or maybe even the purpose of the team.

Norming

The team progresses to the norming stage over time. It's a good sign when people begin to work out their disagreements, recognize one other's talents, and respect one's leadership (Miller, 2014). Team members will feel more at ease asking for assistance and providing comments now that they've gotten to know one another better.

Performing

Now that they've found their rhythm, one's squad is playing up to its full capability. The team has a good chance of successfully achieving its goals if they put in a lot of effort and follow some defined procedures in this performing stage.

Adjourning

This is the stage where the teams come to naturally. This is the closing stage of the group related activities.

Belbin's Team Development Theory

If all people in the team share the same type of conduct or team duties, the team might become imbalanced. Using Belbin's model, one may better understand their own strengths and shortcomings as a team member, and so increase their ability to contribute to the team (Fisher et al., 2015). Belbin classified his model into three phases: Action, People and Thought Oriented.



Figure: Belbin's Team Development Theory (Fisher et al., 2015).

Action Oriented Roles

Shaper

A shaper is a part of the team who acts as a catalyst for progress. People with this personality type are driven to get things done, regardless of the challenges they face (Senior, 2015). These people are fast to come up with a solution in the event of an emergency.

Implementer

They are in charge of preserving order in their various environments as teammates who are equally action oriented. They have a knack for delivering ideas to existence and are excellent at doing so (Manning et al., 2017). These people may be the team's pillars since they are able to confidently assist their coworkers.

Completers

There are the finishers, the people of the team who has responsibilities that focuses on action. In keeping with their name, finishers are focused on the task at hand, paying attention to even the tiniest of details. Introverted teammates may be a useful asset since they encourage others to achieve their best work.

People Oriented Roles

Coordinator

As the conventional team leader, coordinators are sometimes referred to as "chairpersons." They lead the team toward the goals they believe they should be pursuing. They tend to be exceptional listeners, and they have a natural ability to see the worth in everyone on the team.

Team Worker

A team worker is a person whose primary responsibility is to ensure that the other members of their team are able to accomplish their individual and collective goals. These individuals serve as the team's mediators and are adaptable, tactful, and insightful (Fisher et al., 2015). These are usually well-liked individuals who are competent alone.

Thought Oriented Roles

Plant

The Plant thinks outside the box and comes up with innovative ideas and ways. Although they live on admiration, they have a particularly difficult time handling criticism. Plants, by nature, are withdrawn and seek to operate alone.

Specialists

The specialist is the person on the team that requires critical thinking. A specialist is someone who is well-versed in a certain topic and enjoys making contributions to that particular body of knowledge (Senior, 2015). Even if this person is more self-sufficient, they bring a great deal of value towards the team because of their unique combination of skills.

The GRPI Model

A GRPI model is one of the most effective models which are used in organizations for the development of the company itself and the team members coinciding within it. This approach-based model is based on goals, roles, procedures, and interpersonal connections (Raue et al., 2015). Richard Beckhard first proposed this team effectiveness

model in 1972 as a way to better understand how teams behave. When it comes to uncovering the root causes of team dysfunction, this model can also act as a useful tool.

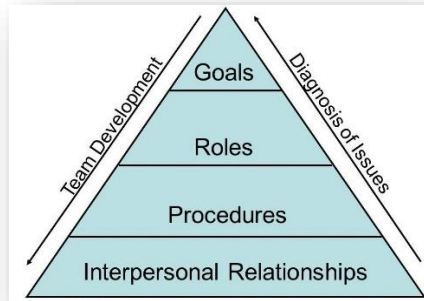


Figure: The GRPI Model (Raue et al., 2015)

Goals

Any team's organizing concept begins with a set of objectives. Everyone has been on teams with goals that were unclear, or the members of the team weren't dedicated to achieving them (McComb et al., 2015). This is where a team needs to be reminded about their top goal, how they will realize when they have reached to their top goal, how to align their goals correctly etc.

Roles

Team members are better able to carry out their duties when their tasks are crystal clear and free of ambiguity. Fatigue and poor performance are exacerbated by overlapping responsibilities that produce conflicts over "who does what." Important work is left unfinished (Belbin, 2014). Assigning each role to each individual is one of the first tasks that is to be conducted while forming a team.

Processes

This is the level which evaluates how the teamwork gets done, as well as how the team decides what resources to use and how to deal with the inevitable difficulties that develop (Raue et al., 2015). As a result of a lack of understanding or a lack of effectiveness in procedures, the team develops the typical features of interpersonal conflict.

Interpersonal Relationships

This last level deals with one of the most overlooked factors of them all, that is the communicative desire in between teammates. Interactive styles, trustworthiness, and how individuals connect to one other should be examined by a corporation (Wills, 2016). Each of these components is impacted by good connections, which helps teams comprehend and establish consensus about their goals.

Impact of effective teamwork upon team success

Having the support of a team encourages people to take sensible precautionary risks that lead to innovation. The impact of working cooperatively in groups is noteworthy everywhere and its rise is also everlasting (DeChurch and Mesmer-Magnus, 2014). The benefits of working together in a group is unmatched. Some of the benefits are:

Problem solving made better

A team is always there to support a true leader, that is, behind every responsible leader there lies the functioning of a team. People are able to generate solutions that are both applicable and helpful when they leverage the information and abilities that each other possesses (West, 2015). As a result of these whatever issue may arise, the problem-solving capability increases due to the thought processing of different people done together by having a mutual understanding.

Rise in Innovation

When ideas from diverse sectors and cultures come together, they may produce several of the most inventive results. Most people believe that a person's success is a result of surrounded by like-minded others. Prosperity and ground-breaking creativity, on the other hand, can only be achieved through hardship (DeChurch and Mesmer-Magnus, 2014). A person's ability to grow is pushed by their ability to cope with discomfort. It is well-established that diversity is a key to discovering new possibilities, conquering new obstacles, and developing new insights.

Barriers to effective teamworking

Teams that are able to work together effectively are likely to come up with novel solutions to difficult situations. Collaboration is highly appreciated, yet it can be difficult due to a few barriers that can restrain from building up of a complete team.

Initiation challenges

Members in a team may well be uncertain about where to begin when a plan first gets underway. Perhaps they've finished the task but are unable or unwilling to go on (Longenecker and Neubert, 2015). So, if a team's floundering, the best thing to do is to revisit the team's purpose or strategy and make sure everyone is on the same page.

Aggressive team members

Some members in a team may have an overbearing attitude that interferes with the engagement or the overall presence of other members. Due to this overbearing style, the team's spirit and morale may be affected (Longenecker and Neubert, 2015). As a means of overcoming this obstacle, a leader needs to consider including "balanced participation" into team evaluations.

Poor performance

Team members' opinions of the causes for low performance influence how they deal with poor performers, according to research (Konak et al., 2015). Teams are much more inclined to coach a member who is seen as having a lack of talent by the rest of the group.

Conclusion

There is a great deal of change management and thinking needed to implement and sustain teams in a company. People at all levels of the company, from team members to managers, are touched by this change. With the magnitude of the changes, team development and execution will be a protracted and difficult undertaking. In spite of the difficulties, team building may have a positive impact on a company's long-term success.

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