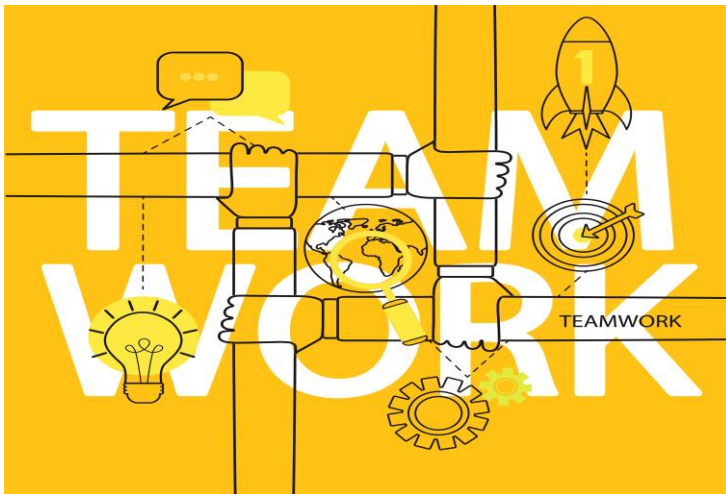




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Report On Effective Team working For Business Success

Executive Summary

This report has been prepared based on a case study of Mr. Tom who came to the consultancy firm for problem in his business. His problems include leadership problem, Lack of commitment and communication gap. To give Mr. Tom a solution to this problem I prepared this report on the basis of Teamwork.

In this report I included basic and advance knowledge of teamwork, the definition of teamwork, benefits of teamwork, steps that need to be followed in teamwork process and barriers of effective teamwork. All the information are added here properly which help Mr. Tom to utilize in his practical life.

Information are collected from different websites, books and other articles related to the topic teamwork.

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Introduction:

Since the beginning of the civilization the word teamwork has been used. We are living in 21st century and enjoying all the blessings of science and technology, all become possible because of the teamwork of our ancestor. From the invention of fire to the invention of artificial intelligent the silent ingredient of success is teamwork. In business teamwork is a must topic. In every level of the organization teamwork is necessary. Without proper team work it's not possible to attain the goal of the organization. Different departments collaborate with each other to attain the goal.

In business organization there are different work departments. Production department looks after production related matters, Accounts department focus on budget, income, loss identification, preparing financial report, marketing department focus on effective marketing strategy, Human resource department focus on management of employees of the organization etc. All the departments of the organization have different tasks to complete but the reason behind this tasks is one that is profit maximization. All departments work for the same goal and to achieve this goal they not only collaborate with their own department member but also with other departments. All departments need to collaborate to attain the goal that is profit maximization. Without this collaboration it's impossible to attain the goal.

According to the case due to the lack of teamwork Tom failed to attain the goal. Through this report we can find out the benefits of teamwork, Effective model of teamwork, Needs of teamwork, Barriers to effective teamwork that are found in Tom's case..

What is Teamwork?

Teamwork is not about to listen, talk or work together just for fun or discuss about something. Teamwork can be defined as a group of people who work together to attain a specific goal.

In business term teamwork is the collaboration of the employees and management of any organization to achieve the goals of the organization. Different departments in business organization collaborate to attain the goal. Teamwork is not about sitting together monthly or yearly for meeting and exchange information. Teamwork is day to day activity. Accounts department needs daily report on cost of raw material and inventory management from production department, to prepare salary sheet needs information from human resource management. Like this other departments also need information from Accounts department.

By this way the departments of the organization cooperate with each other and create an example of good teamwork by achieving the goal.

1. Development of an effective team:

Success of an organization lies on effective teamwork within the members of the organization. Successful team members have the desire to be a part of the success of the organization. They focus on the larger benefit of the organization rather than smaller benefit of themselves.

To develop an effective team Tom can use peter Hopkins model for Discipline for high performing team.



Fig: 5 Discipline for high performing team.

Dagmara Asbruek, a global procurement officer for Kongsberg Automotive discuss the model for effective team development at US Business School. Here given the discussion briefly that should be followed by Tom:

a. Clarity:

Without clear idea of goals, mission or vision of the organization it's impossible to achieve those goals. So to develop an effective team the first and foremost task of an organizations management is to set the goals and make the employees clear about goals and objectives. If all the member of the organization have a clear, definite and same idea about the goal it will motivate them to collaborate with each other.

b. Commissioning:

If a team member do an incredible job and his contribution help the company to attain the goal but his contribution isn't recognized properly to other departments and higher authority then it will be demotivate him and in future he will no longer feel to contribute to the organizations betterment. To inform higher authority about contribution of team member is called commissioning. Tom should follow this to develop effective team.

c. Co-creating:

Through co-creation the interaction of team members are determined. There should be a parameter through which how team members are communicating with others, how they perform in meetings and conferences and they are collaborating are determined.

d. Connecting:

Co-creating determines interaction within the department on the contrary connecting means interaction outside the team or company. As teamwork is a good cultural behavior the team members need to co-operate with other team member, suppliers, contractors, send stakeholders.

e. Learning:

Learning is the main point of this 5 part model of developing effective team member. There should be created enough opportunity for the members to learn new things. Opportunities of learning can be through conference, library facilities, training etc.

2. Stages of Group Development:

Bruce Tuckman, a psychologist who published a research paper in 1965 where he wrote about the best model that showed stages of group development. The stages are:

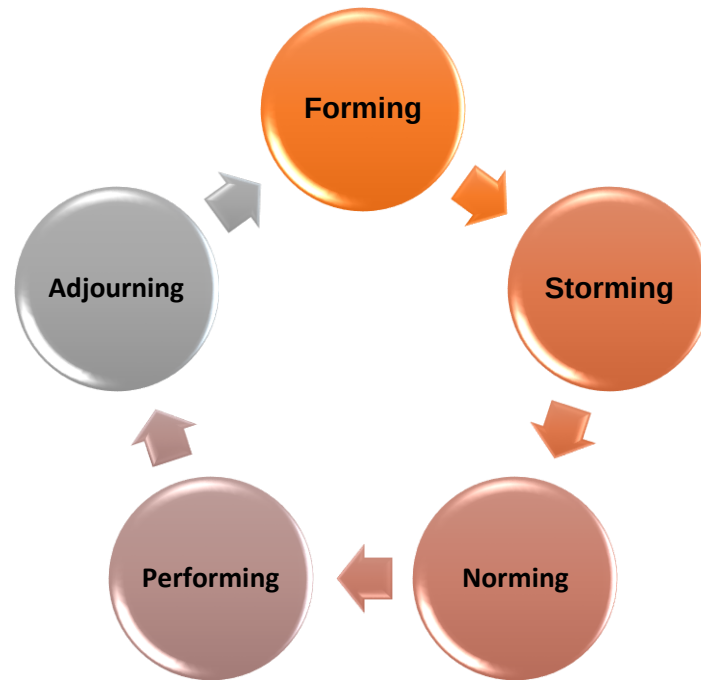


Fig: Stages of Team Development

a. Forming:

This is the first impression of any team. In this stage Team leader of the team should arrange an introductory meeting to get along with other members. Here all the team members keep silent as it's their first meeting and try to create good impression of himself.

b. Storming:

By the name of this phase we can say it's a conflicting stage. After introductory meeting everyone become comfortable and in this stage they try to have authority on the project and try to impose his opinion on other members. This may create conflict.

c. Norming:

In norming stage conflicts that arises in the previous stage resolved by the members. This is the productive stage where members work together to attain the goal of the organization. The team member have much knowledge about other member in this stage.

d. Performing:

In this stage members spend most of the time in completing the project. Productivity and efficiency here are high. All team members may not be comfortable with each other but they work together to achieve the goal.

e. Adjourning or Mourning:

This is the last step of team development. After completing the project the members separate. Project can be successful or unsuccessful. This is not the end of the teamwork. For new project they need to focus.

Tom Jackson our client can follow this stage with other members Mihaela and Spencer to develop an effective team to attain the goal of the organization.

3. Team roles that are needed to create effective team:

Teamwork means working with other members, so with one member's intelligence or hard work won't help to achieve the goal. All members of an organization need to contribute to the success of the organization. This contribution can be through providing better idea or working hard to implement the idea. This is the rule of teamwork.

Tom Jackson's team can be effective if they play the following roles in the organization:

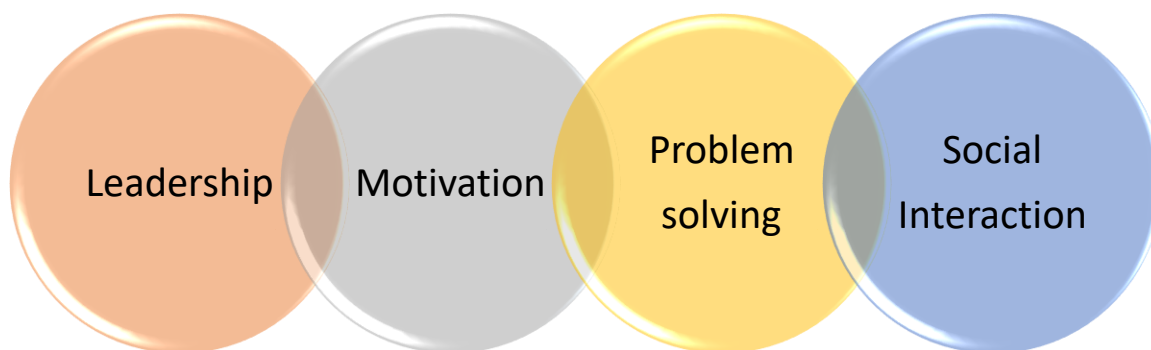


Fig: Roles of An effective team member

The Figure shows a glimpse of roles that are needed in a role member. Now here given a short description about the topic:

a. Leadership:

Leadership quality helps a leader to lead the team properly, motivate them to do their respective task and after all attain the goals of the organization. In our case as Tom Jackson is leading the group he should have these quality. And this leadership also need to be transferred to another member to find out the inner qualities. Rotation of leadership will help to identify all the members' strengths and weaknesses.

b. Motivation:

Members of an organization should have the motivation to attain the goal of the organization. Without the desire to achieve the goals of the organization one member won't feel motivated enough to sacrifice his personal gain to attain the organizations bigger success. In our case Tom Jackson need to motivate the member by bonus or incentives.

c. Problem solving:

Another important characteristic that help to achieve the goal is problem solving attitude of the members. Members should be always ready to solve any problems that may be created while completing the project or task. They have to set in mind that every problem has solution. So to attain the goal all members should try to solve the problems rather than being afraid to the problem.

d. Social Interaction:

Team members should be social or gregarious. Team members not only interact within the team or company but also outside the company. From the case we can see Tom's members don't interact with each other. This lack of interaction is the main problem of the fall of his business.

Other than these roles there also lies many roles of team members that help an organization to become successful. This is because team members are the main impetus of success of any organization.

4. Benefits of Team work:

The main factors of organizations managed by the members of the organization. To achieve the goal of the organization team work is mandatory. Because of lack of teamwork many organizations failed to achieve the desired goal. Benefits of teamwork are numerous. Some of the benefits are:

a. Idea Generation:

When one people try to generate new idea he can only find a few numbers of idea but when 10 people sit together to generate new idea from that meeting 100 of ideas can be found. Not only the ideas but also the pros and cons of the idea can also be identified. This is the magic of teamwork. Teamwork reveal the hidden creativity of the members.

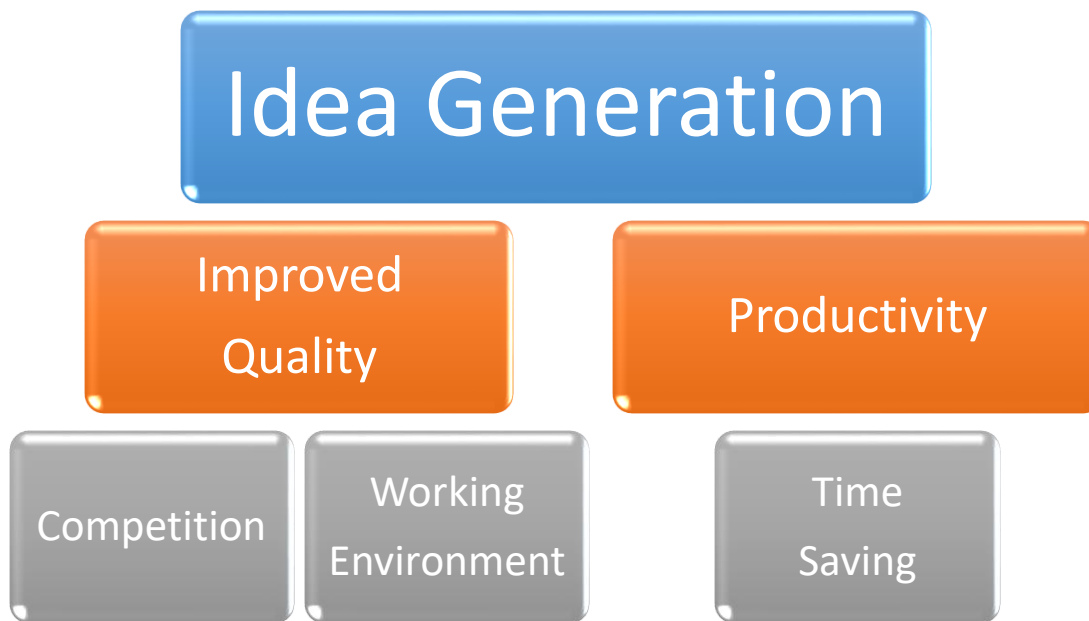


Fig: Advantages of Teamwork.

b. Improved Quality:

Improved quality gives an extra advantage in this competitive world. Teamwork ensures this quality. Before distribute the product or service to the customer the organization check the quality through different members of the team. If majority of the members give positive result then the product is served. Otherwise the products are sent to the production department to improve the quality. By this way teamwork gives the best quality product.

c. Enhanced productivity:

The efficiency of a person is measured through productivity. It's like the productivity of a product. Teamwork enhance the productivity of a person which basically enhance the total productivity of a company. Through teamwork one tries to give the best to attain the goal which helps to increase productivity.

d. Healthy competition:

Teamwork create healthy completion among the members of the team. Members try to do better than the other team or other members. This creates healthy competition. Because through this competition one member tries to give more output than the other member. This indirectly increase the speed of the project and increase the chance of attaining goal of the organization.

e. Better working Environment:

Teamwork creates a better working environment in the organization. When all the members of the organization maintain a good relation with each other it will automatically create good, friendly environment where every member wants to spend time productively.

f. Time saving:

To meet deadline teamwork plays an important role. In teamwork all tasks are divided among the members of the organization. It lessens the burden from one person. Everyone is involved in doing anything that will help to complete the task. By this way tasks can be completed before deadline.

5. Barriers to effective teamwork in this scenario:

In this case Tom Jackson acted as a leader in this project but he failed to develop a good and effective team with the other members of the team. The barriers to effective teamwork in this scenario are:

a. Ineffective leadership:

The success of any organization mostly depend on the leaders' ability to motivate the team members to achieve the goal. Our client Tom failed to play the role of leader to his team members. He failed to resolve the conflicts that arises while doing the project. This inefficiency directs the project on the verge of extinction.

b. Communication Gap:

Communication plays an important role in any team. Without proper communication information can't be exchanged among the team member. If the goal and objectives are not clear to the team member they won't be motivated to complete the task. This problem happened in this case. Team members Mihaela and Spencer didn't find proper communication channel to communicate with higher authority.



Fig: Barriers to effective Teamwork

c. Lack of motivation:

Mihaela and spencer had conflict with the leader and they didn't have any clear and definite idea of the goal. So they were not motivated enough to complete their task. They also didn't get proper guideline to complete their task which lead this conflicting situation.

d. Lack of Commitment:

As the team members were not motivated they didn't see the greater interest of the organization. On the contrary they thought about their personal interest of themselves. They were not committed to the organization.

Conclusion:

Teamwork is a continuous process. If all the members of an organization can manage to focus on any task or project together, success is must. To work in a team all members need to be more compassionate, committed and motivated. By doing so productivity will increase and organization will attain the goal. The Case here fall under the prey of lack of teamwork. As a result it failed to achieve its desired goal of starting the project. If Mr. Tom Jackson go through the report properly he will have a good knowledge about teamwork and by using this knowledge into their practical life he will be successful in creating an effective team.

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