



Team Building

Powerful Ways to Unite a Group

In most organizations, there is an untapped potential of teamwork. Bringing out that potential is often a result of strategically planned and well-executed activities. “Team building is not a one day experience, it is an ongoing trajectory of leadership, culture and activities,” stated Arthur Rosaria, Owner of ActionCOACH. Team-building activities can be a powerful way to unite a group, develop strengths, and address weaknesses and conflicts. Planning and continuity are an essential aspect.

TEXT PRISCILLA LOTMAN

While the fundamental theory of team performance may be well known, many teams fall short of their full potential because they fail to move from theory to execution, particularly when it comes to making critical decisions about when, where, and how to be a

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team. Founder-CEO’s need to encourage and nurture their teams into effectively working together, avoiding so-called “island forming” in a company. It all starts with the leadership of a company and how the culture, values and goals are communicated. Communication is the most important aspect of team building - this is where companies need to focus. Communication is divided into three levels; the words you use, the tone of your voice and your body language. Communication starts from the top, thus, during team-building activities, extra attention is paid to this aspect. You need to ensure that your team feels comforta-

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ble enough to communicate with you, especially when it comes to constructive criticism. This is when you can move your team forward

The Building Aspect

Team building is a process that develops cooperation and teamwork within a work unit. To constitute an effective team, its members must share a common goal, have respect for each other, and be motivated to use the strengths of each member to achieve their objectives.

“Ultimately team building should lead to taking each person and inspiring them to be the best version of themselves. Not to settle for anything less than their utmost, for them to be proud of the work they are doing and their contribution to the organization”, mentioned Rosaria. “This is not a simple task. Inspiration takes work too.” Through activities known as team building exercises, individuals can practice brainstorming, collaboration, creativity, trust, empathy and feedback. Most of these activities focus on areas such as problem solving, organizational development, and conflict resolution. Participants can also develop leadership, interpersonal, presentation, and negotiation skills. The goal is to create a more cohesive, understanding and well-functioning team.

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Inspire to Be Inspired

Everyone is inspired by something different and keeping up your team’s level of inspiration can be difficult. Someone coming into an organization with fire, determination and ambition can start to simmer after a few years. It is within the organization’s reach to keep the fire going - to motivate and re-inspire a person. Monetary incentive might not be the solution. “Everyone has their ‘why.’ When you take a moment and ask what their ‘why’ is, you are able to inspire them to do better,” remarked Rosaria. “It might be growth opportunity or inclusion. It takes time to invest in people, but the return of investment is often well worth it.”

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People may not stay with your company forever, but you can instill in them a sense of work ethic, pride and a yearning to learn that they will take with them to the next company where they will hopefully inspire their new colleagues. This creates a culture of inspiration and determination within a society that benefits everyone.

Moving Forward

People are born with certain capabilities. Failing to improve those capabilities and pushing themselves to excel, is selling themselves short. People need to develop their minds. They need improve. “We are where we are because of the choices we

make,” commented Rosaria. “You may have a family to support or a mortgage to cover, but if you want change, you can plan for it.” For some people change means moving from one company to another, but it may also mean altering your attitude within your current organization. As business environments become more competitive, the value and potential of team performance to drive organizational success is vital. Whether you choose to initiate team building yourself or hire a third party to guide you through the process, moving your team forward and creating cohesion is essential to the success of your organization.



Arthur Rosaria