



BUSINESS STRATEGIES and TEAMWORK

DaNang University of Economics

George Bulman

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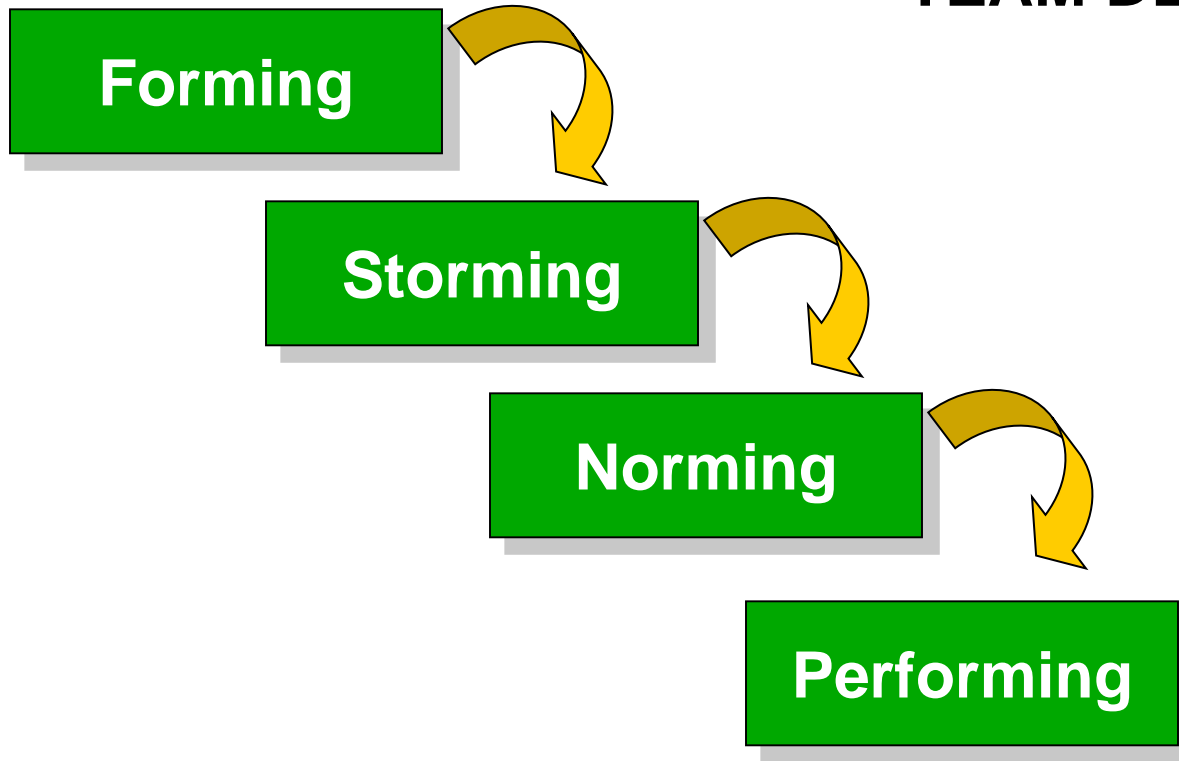
Teams may be portrayed as effective work groups whose effectiveness rests in the degree of motivation, coordination and purpose and whose synergy produces an energy and creativity which is beyond them as individuals

(Spencer & Pruss 1992)



- A Team has the following characteristics
 - Focus is on collective effort
 - Performance is greater than the sum of the individual contributions
 - The sharing of values and goals allows the leader to apply light steering pressure
 - There is individual and mutual accountability for the overall performance of the team
 - There is a high level of interaction between members

TEAM DEVELOPMENT



The Tuckman Model



Forming

- Typical behaviors include:
 - Keeping of ones own views / opinions to oneself until more is known about the group
 - Acting as individuals
 - People act more confidently than they feel
 - Everyone is nice and polite
 - Focus is on personal benefits of membership



Storming

- Typical behaviors would include:
 - Confrontation of issues and open expression of feelings
 - Members start to take risks with what they say and do
 - Increase in acceptance of others viewpoints
 - Positions of influence and power are actively sought after



Storming

- Some members withdraw emotionally or physically from the team activity
- Members may pretend that all is well
- Alliances and sub-groups begin to form
- Objectives are challenged as members express their own preferences
- Differences in the priorities begin to emerge

Rubicon

Norming

- Things to notice at this stage include:
 - Ground rule, procedures and processes are openly discussed and agreed
 - Acceptable ways of dealing with conflict, decision making and communication are found
 - Norms of behavior are established
 - Increase in trust, acceptance and respect
 - Members openly support each other



Norming

- Individual contributions are acknowledged
- Wide ranges of options may be explored before selecting the 'best' one
- Members move outside of their formal roles to help each other for the benefit of the team
- The team begins to establish an identity



Performing

- In this stage the noticeable things are:
 - There is a clear focus on achieving the goals
 - High levels of energy & creativity exist
 - Actions are assigned and executed
 - There is a high level of interaction and participation in activities
 - Members listen to each other then make creative suggestions



Performing

- Members know when to work individually and when to help each other
- The team fully uses the members' abilities
- High priorities are given to individual needs and development requirements
- The teams performance and activity is regularly reviewed



Business Strategies

By Acquisition

Facebook bought out Instagram

Why –

- **Gain Competitive Advantage**
- **New Market**
- **Larger Customer Base**



Business Strategies

By Product Differentiation

Ipad versus other Tablets

Why –

- **Different features**
- **Must Have**



Business Strategies

By Pricing

Low Pricing – High Volume sales
e.g. Hyundai cars – basis features

Premium Pricing – High End Low Volume
e.g. Ferarri cars – Exclusive – must have