Study Course Entrepreneurship
Unit 4: Team Building

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Team Building Phases

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Forming
Team acquaints and establishes ground rules. Formalities are preserved and members are treated as strangers.

Storming
Members start to communicate their feelings but still view themselves as individuals rather than part of the team. They resist control by group leaders and show hostility.

Norming
People feel part of the team and realize that they can achieve work if they accept other viewpoints.

Performing
The team works in an open and trusting atmosphere where flexibility is the key and hierarchy is of little importance.

Adjourning
The team conducts an assessment of the year and implements a plan for transitioning roles and recognizing members' contributions.

Why Team (Building) Activities?

➢ Facilitates **collaborative and motivated work culture** as these activities are seen as a move towards bringing individuals together

➢ Helps in **agile problem solving and decision making** as many heads/hands contribute in the process

➢ Fosters **responsive and meaningful communication** as employees come to know personality, desires, strengths and weaknesses of their co-workers

Why Team (Building) Activities?

➢ Aids use of **creativity and out-of-the-box thinking** by moving employees away from the usual job set up that recharges and refreshes them

➢ Creates atmosphere to **enhance productivity** by identifying and eliminating obstacles or by improving existing ways of working

➢ **Boosts employee morale** as they feel the company and colleagues are interested in knowing and developing them, a valid reason for employee retention

Why Team (Building) Activities?

➢ Simple games or **brain teasers** can also keep everyone awake during morning meetings. It helps creative juices flow, which in turn makes your meetings more productive.

➢ Finally, the learning and insights from team-building games can be transferred to the actual work environment resulting in **better work equations and organizational performance**

Marshmallow Challenge

Each team needs to build a **free-standing structure** from spaghetti, some string and masking tape, **with a marshmallow** on the top. The **tallest building wins** the challenge.

- ➢ 20 sticks of spaghetti,
- ➢ one yard of tape,
- ➢ one yard of string,
- ➢ one marshmallow
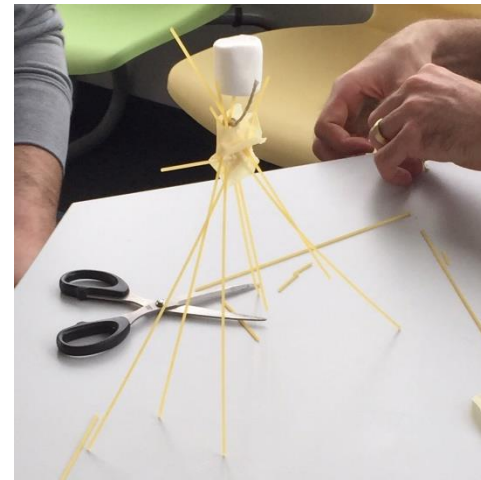
Marshmallow Challenge

➢ The exercise highlights the importance of **prototyping and iterative design**.

➢ The marshmallow is much heavier than most people **think**.

➢ Teams who attempt to put their marshmallow on the top at the last minute, **assuming** it's light, usually see their structure collapse.

➢ The marshmallow represents a **false assumption that can remain hidden** until the very last moment. Every project has its marshmallow, **hidden challenges that nobody considers**.

➢ Many **startups** use iterative design **to get to the market fast**. First, they identify the **minimum viable product** containing only the **essential functionalities** of their **imagined** final product.
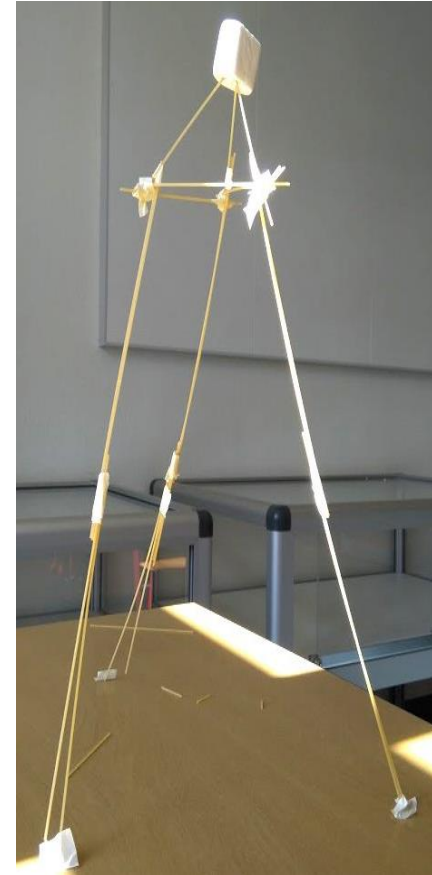
Egg Drop

The idea is to build egg package/carrier that can keep the whole uncooked egg intact by sustaining a 2-4-storey drop.

Material for making the package usually includes straws, tape, plastic, balloons, rubber band, newspapers and the entire activity lasts for about 1-1.5 hours. The team that survives this free fall is the winner. In case of a tie, increasing the height for the egg-fall serves as a tiebreaker.
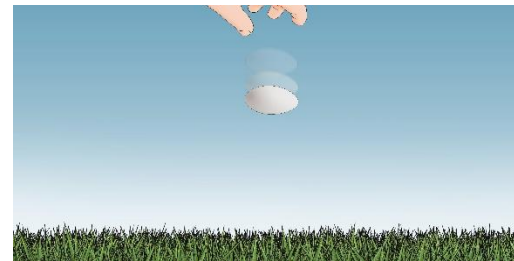
LEGO Challenge

The goal of the Lego Challenge is to build a model as close to a provided diagram as possible, with the exciting twist that only one member of the team has seen the diagram, and they're not allowed to touch any bricks or be anywhere near the building process.

This team building Lego activity forces communication and collaboration, both of which are crucial aspects of team building.

Frostbite

The teams are lost in arctic and they need to build a shelter to withstand the cold winds.
The team elects a leader who is supposed to be suffering from frostbite, so he cant move physically while other team members are supposed to be struck by snow blindness and must be blindfolded.

The leader instructs the team on how to build the shelter without manual helping and the teammates must do so without being able to see.

Team Birthday Line-Up

Participants are asked to fall in line side-by-side. They are then asked to rearrange their line in order of their birthdays (considering only the month and date). What's the catch?

The challenge is that the group members cannot talk at all. They can resort to using sign language, nudges, and other techniques to determine each other's birthday.

Variation to the game involves blindfolding couple of participants, using platform/bench for members to stand – where if anyone falls, the group has to start all over again.

What's in the Room

Teams must come up with a brand name, logo, slogan and detailed strategy to make their product (a random object in the room!) a hit with the masses. All this has to be achieved within a set amount of time. Once the time is up, ask the group to present their object creatively and try to sell it at a profitable rate to the other teams.

The team that could sell the product at highest profit with most enticing marketing plan is declared winner. Discuss with the entire group on the reasons behind the successful selling spree of winning team and what other teams could have done better.

Questions ?