

### *11. Case “Fatal designers”*

A group of five designers in the design department of a successful appliance manufacturer stands out for its uniqueness. This team, consisting of young professionals aged 25-30, has not only been working productively together since their internship, but also successfully performing in a local rock band. They are known for being innovative and meeting deadlines. However, their close bond causes them to distance themselves from the rest of their colleagues in the department, which causes concern to the manager.

#### Problems:

- The group is isolated from other employees, reducing the potential for their contribution to the overall success of the department.
- Periodic conflicts with marketing and production engineers due to differences in ideas about project requirements and their costs.

#### Questions:

1. How would you describe this group and are the characteristics of the group, from an organizational perspective, desirable or undesirable?
2. What should the department/company management do to correct the current situation?