Week 6 – Mob Writing

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**Date:** 21/04/22

Communicate through the roof

# Summary

* Teams separated by distance or other means have trouble developing trust
* Effective teams share:
  + clear goal
  + competent team members
  + established standards
* Inefficient teams lack:
  + unified commitment
  + external support/recognition
  + collaboration
* Rules & resources used to structure GVT & overcome communication challenges
  + Scrum
  + Regular meetings
  + Geological Subgroups
* Advantage of GVTs
  + allow people to be in a team regardless of location
  + Financial benefits
  + Proximity to Local markets
* Challenge of GVTs
  + separations lead to mistrust and conflict
  + Requires a high degree of trust
  + Spontaneous communication leads to less conflict
  + Time zones – scheduling difficulties
* Geological subgroups
* Scrum Method
  + Project broken into 4-week sprints
  + Requires frequent feedback
* Regular meets
  + Avoids misunderstandings
  + Progress updates

# Questions

## Identify & explain the communication challenges that global virtual teams face

The 3 communication challenges that GVTs faced, as identified in the article (M. Scott, 2013) were distance, time and culture.

**Distance –** makes face-to-face communication rare, resulting in reliance on virtual meetings. This lack of face-to-face communication has shown to reduce trust between group members and increase conflict severity and longevity

**Time –** Result of distance. Having team members being located in different time zones makes it hard to schedule meetings, coordinate activities, or have spontaneous communication with other group members

**Culture –** Result of distance. Cultural diversity may cause language and/or understanding barriers between group members.

## Identify & discuss the benefits that diversity in teams offers for the development of ICT systems

The article (M. Scott, 2013) also recognised 3 main benefits of group diversity: multiple perspectives, more innovation and creativity, and increased proximity to local markets.

**Multiple perspectives –** Group members from different locations and cultures can often provide more perspectives on an idea and give a broader understanding of how it may be perceived.

**More Innovation & Creativity –** The wider range of perspectives and ideas within the group can help lead to more innovative and better solutions to problems a team may face in the development of ICT systems.

**Proximity to local markets –** A diverse, spread-out team helps with market proximity and understanding of how a product is being received in different regions

## Provide one recommendation for GVT members to improve their communication

* If possible, spontaneous communication is recommended to help reduce any misunderstands or conflicts.

# References

Muriel E. Scott (2013) “Communicate Through the Roof”: A Case Study Analysis of the Communicative Rules and Resources of an Effective Global Virtual Team, Communication Quarterly, 61:3, 301-318, DOI: 10.1080/01463373.2013.776987  
<https://doi.org/10.1080/01463373.2013.776987>