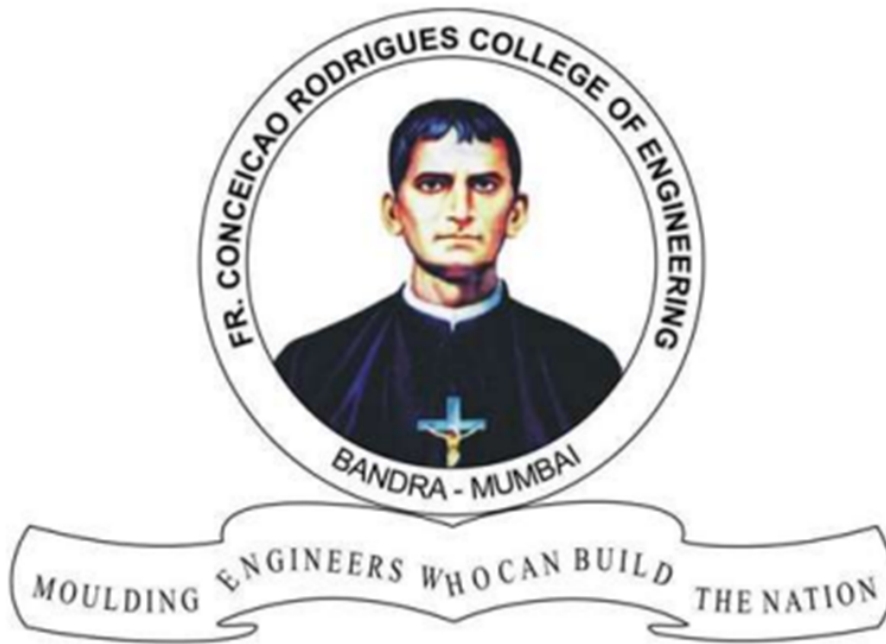


**Fr. Conceicao Rodrigues College of Engineering**  
**Bandra (West), Mumbai 400050**



Professional Communication and Ethics Department of Electronics and  
Computer Science Engineering

A Project Report On  
**‘Team Building And Success’**

Supervised by : Dr. Joseph Rodrigues  
Department of Humanities and Science  
August 2022

A Report on  
**‘Team Building And Success’**

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## **PREFACE**

This document presents our research work based on the topic 'Team Building And Success' developed by a group of 6 people. We have been assigned this topic for our Business Communication and Ethics Presentation at Fr. Conceicao Rodrigues College of Engineering. Our work includes thorough research work as well as case studies of different organisations. This report begins with an introduction giving us a brief overview of our topic. The motive is to familiarise the reader with the definition of teamwork and building a strong team can lead to success.

Further, the report specifies the importance of teamwork and helps the reader to understand and learn about the tips and elements required in making a team successful. Moving on, our report covers various case studies on organisations or teams that have succeeded because of teamwork and also on some organisations that have failed due to lack of teamwork and coordination among the members. The report also showcases a survey that we conducted to get a clearer idea and understanding on people's perspective towards what team building means to them. We end our report with a conclusion and provide some references for further reading. Thus, this report will provide a fundamental comprehension of the subject and cover all aspects of the subject.

We would all like to thank Fr. Conceicao Rodrigues College of Engineering and all of the participating staff for giving us this chance and a platform to enhance our presenting skills.

## **ACKNOWLEDGEMENT**

We as a team have put a lot of effort into this entire report, however, it would not have been possible without the kind support and help of many individuals. We would like to extend our sincere thanks to all of them.

We are immensely grateful to Dr. Joseph Rodrigues for his guidance and constant supervision as well as for providing the necessary information regarding the report & also for his constant support in completing the project. This report could not have been possible without his inputs and words of wisdom, for which we shall always be very grateful to him.

We would like to express our special gratitude and thanks to the college for giving us such a great opportunity and a platform to learn new things.

## **FORWARDING LETTER**

August,2022

Dr. Joseph Rodrigues  
Fr. Conceicao Rodrigues College of  
Engineering Bandra (West)  
Mumbai – 400050

Respected Sir,

Here is the project report on TEAM BUILDING AND SUCCESS which was asked of us to do.

We have done a good amount of research on our topic. We have come to realise the importance of team building, and how it can lead to success of an organisation/team. This report examines the benefits of working in a team and gives us an understanding of why teamwork is important. It specifies the different organisations that excelled in their field because of working in a team and also some examples of how lack of teamwork can lead to the failure of an organisation. We have also conducted a survey to get an overview of what people think about teamwork.

We at Fr. C.R.C.E. , appreciate having this assignment. We would like to thank you for giving us this opportunity and for providing proper guidance in the process. This has been a learning process and is unquestionably going to help us in our future endeavours.

Yours sincerely,  
TE ECS

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## **ABSTRACT**

The process of strengthening bonds between members of a group for the purpose of more efficiently achieving the group's goals is team building. When a group of people having unique valuable skills come together and work together to achieve a common goal, embracing their differences and bringing their thoughts to the table to create a common solution, they as a team will succeed. Team building improves performance, communication and motivates the members of the team to work more efficiently. The report gives an overview of why team building is important and tips to build a successful team. Having a common objective (Goal), establishing roles among the members of the team, and having good interpersonal relationships are the elements of a successful team. The report covers a few case studies of companies that have succeeded due to efficient teamwork and failed due to improper and lack of teamwork. The report concludes with a survey that was conducted for the general public to understand the importance of team building and what teamwork means to them.

## INTRODUCTION

Team Building is an action or a process in which a group of people come together and work as a team to achieve certain tasks or certain goals, which in turn increases motivation and promotes cooperation among the people. We live in a world where each and every individual has unique valuable skills i.e each person is distinctive in their thoughts and ideologies. Thus, when a group of such people come together to work, having a common destination and bringing their thoughts to one table forms a team.



The individual members in a team must understand and respect each other's differences and their way of conduct i.e their weaknesses, their strengths, etc. Thus creating a stronger bond among the individual members of the group. This helps in finding effective ways of engaging every member of the group to work towards the goal meaningfully and in return expanding their abilities to achieve the most finest outcomes not only for themselves but also for the team. Thus Henry Ford rightly says, 'Coming together is a beginning, staying together is progress, and working together is success.' Good team exercises as well as giant corporate projects which take place among a giant group becomes more successful and it helps every individual member of the team in various aspects of life like formation of emotional bondage with people, expressing their work and collaborating with others. Also working in a team makes us more productive, as an individual and as a team member.



## IMPORTANCE OF TEAM BUILDING

- **Big things can't be completed by a single person:** Every complex task in the corporate world requires huge planning, which can't be accomplished by one single person. A group of responsive people always helps in pre planning a giant task. After planning it, it also helps in the execution of the task.
- **Team work helps you to keep yourself in pace & positivity:** A bunch of supportive people with positive mindsets around the workspace increases productivity. It also makes sure that no one is behind the RACE, because the final target of each member should be only one i.e Team's success.
- **Each person can bring their 100% to the table:** A single person might be good in more than one skills but they can't master all of them, which is why people with different thoughts and skills should be present in the Team. Through this we can utilise each and every brain unreservedly, it makes every domain very clear and clever. Moreover, it also makes sure that in future when the problem arises it can be easily recognised and solved immediately.
- **The productivity increases in "Split and Work":** It's not always necessary that you divide big tasks in a team. Even small and key problems can be debugged by the team. For example, a software person is finding one small bug in the code, however, after taking so much time he couldn't fix it, and the moment the code is handed over to the team one of the members easily recognised the bug and fixed it. In this way it increases the overall productivity of giant projects.
- **You gotta cultivate new skills from colleagues:** It is beautiful when you work with people and collaborate your work with them, you actually acquire new knowledge. Although it is always good to learn new things, being in a team it helps when one person is missing in his place the other one can take over his work and not let the work stop.
- **Individual growth and guidance:** When the team is working altogether, every person communicates with each other. It helps in making connections with people. This makes your social relationship stronger and whenever you need one experienced person to help you in making decisions or guide you in the right path, the team always stands up for you. This is the beauty of a team.

## HOW DOES TEAM BUILDING LEAD TO SUCCESS?

Team building is a process of bringing a group of people together that cohesively work towards a common target. Forming a team with firm bonds and connections is an important feature and a main purpose of team building. Creating these bonds through team building is, thus, very beneficial to businesses and organisations and to one's personal upbringing.

Team Building :

- **Improves High Performance:** It strengthens the collaboration among the team members and avoids internal competition.
- **Improves Communication:** It helps to break down the barriers and allows the employees to trust one another by putting them in situations that encourage them to interact, problem solve, and share ideas in order to achieve a specific goal.
- **Motivates Employees (Team Members) :** The employees feel a sense of belonging and loyalty to the business, thus, providing the comfort of working.
- **Helps in Organisational Developments:** Team building helps a work group become more effective in accomplishing its tasks and in satisfying the need of the group thereby developing the organisation.

These are a few factors through which team building leads to success. Apart from these, Team Leadership, Shared Vision, Attitudes and Commitment, Mutual Trust, and Team Collaboration are the critical team success factors.

If these factors are not implemented efficiently by the members of the team, it will lead to the failure of the team. Therefore, they are considered very important and necessary for execution of the overall project of the team and thereby, improving the communication of the team, their focus as well as their energy.

## **Team Leadership :**

Every team requires a leader who is very well capable of leading the focus of the members towards the goal of the team. The leader must be devoted towards the upbringing of the individual members of the group and the whole team altogether. He/She must first establish their leadership with each team member, i.e. to build their relationships of trust and loyalty towards the members of the group, rather than fear or the power of their positions.

Team leaders are in charge of engaging each team member in the affairs and working of the team and building a platform of mutual trust among the members of the group leading to: open debate, collaboration, individual commitment, and personal accountability. Thus, team leaders establish a mood and create an environment within which members of the team interact with one another and do their work. This in turn determines the team's capability or capacity.

## **Shared Vision :**

A shared vision sheds light on an organisation's direction on what to do and what to learn and what goals to achieve. A team is a group of people coming together to achieve a common goal. If the members of the team exhibit differences and if there is lack of commonality among them, then there will be chaos in the team and failure to achieve the desired goals. Therefore, a shared vision is held together by a sense of passionate interest and value.

The first step in achieving a shared vision among the members of the team is to identify a common purpose or reason to achieving the desired goal that makes a strong impact. This goal, however, might be more complex and may contain:

- A challenge
- A tempt to one's personal pride
- A sense of needed fellowship
- A call to action that provides an opportunity for the team to make a real difference, and know it.

Only if this can be done effectively, will the goal become a powerful shared vision.

## **Attitudes and Commitment :**

Having the right attitude is an important feature for working in a team. The respect you give to your fellow members, the eagerness and energy that you vibrate to the members while you work, helpfulness and gratitude that you show towards others all accounts in the positive attitude when working in a team. Having lousy and lethargic behaviour may make you along with your team disinterested in working and thus degrading the quality of the project.

Having a positive attitude towards your work reflects your commitment toward your job. The more vibrant your attitude is, the more committed you are towards your designated work i.e. the efforts you put in your work will be more organised. However, the opposite, dull attitude will show your lack of interest towards the work, thereby, leading to a shabby work and a failure to you as well as your team.

## **Mutual Trust :**

The most important element of successful teamwork is mutual trust among the members of the group. Building high levels of trust requires an openness that allows team members to know and understand the beliefs and behaviours of all members of the team, so that team can thereby take advantage of each member's uniqueness and talents. And that is why teams thrive on trust.

## **Team Collaboration :**

Team collaboration is an approach that focuses on teamwork, state-of-the-art thinking and equal participation of all members to achieve common objectives. Each individual member of the team must be willing to commit to carry out their planned work that is necessary for the team to reach its desired goals. A team that collaborates efficiently helps to remove the barriers and hurdles that may arise to ensure successful progress toward the team goals and thus, keep the team running smoothly and efficiently without any hiccups.

## TIPS TO BUILD A SUCCESSFUL TEAM

- **Consider each and every thought:** While forming up a team, the team leader should include people with different mindsets and thought processes. This technique makes it possible to think in all dimensions. For example, when the whole team is brainstorming on overcoming an important and challenging problem, every person in the team thinks differently. Eventually one of them comes up with a solution which can never be thought of by any other member. This is where the Bone-of-contention comes into picture, and it plays a very important role in the corporate world.
- **Keep balance between effusiveness and workspace:** Every member of the team should be connected with each member no matter whether it is a junior or a senior member of the team. An emotional bonding between every member should be there. But this emotional bondage shouldn't interfere with work life, if that happens results would be people will never point out the mistakes of their beloved ones. This is why it becomes more important to keep balance between both of them.
- **Every brain should adapt and learn from their surroundings:** We all know that we should always learn new things, but this plays a key role when you work in corporate teams. For example there is a team working on a Giant Embedded Robotics system. The testing of this system requires both Software as well as Hardware engineers but for some reason the software engineer couldn't show up on that day. On behalf of him the hardware engineer knew the glimpse of code which was written on the system so he pulled the chair and handled software and hardware both sides very well.
- **One team one goal policy:** Every member of the team must have one common goal. In giant corporate projects the goal of every team should be one i.e. success of the project they are given. If each person starts thinking about their own goals and plans no one would be able to do anything, and in sequel of this the whole team fails.
- **Equality speaks more than Especiality:** Along with team leaders every member should understand the role of each and every member paying up for the team. All small roles and work pays in somewhere around the success of the team itself. Every member is equally important and we shouldn't treat them unfairly. Every corporate group must follow this policy and understand that no one is extra special and no one is low on their worksides

## **ELEMENTS OF A SUCCESSFUL TEAM**

There are Four Elements of A Successful Team.

They are :

- Goals
- Roles
- Interpersonal Relationships
- Processes and Procedures

G – Goals help to bring the team together and give a common objective and purpose.

R – Roles make it possible for everyone on the team to have an opportunity to contribute towards the working of the final goal. Thus, the roles need to be clearly identified so that everyone on the team knows what to do and what the other members of the group are doing.

I – Interpersonal Relationships among the members helps to create trust, collaboration and connection among them.

P- Processes and procedures are the rules which help to govern the behaviour, the various expectations that may arise and the consequences of every action when standards are not met. By explicitly stating this, every person knows where they stand and what is expected. Thereby, being fair and thus, the people know their boundaries.

## CASE STUDIES

- **Google:**

Google is an American multinational technology company that focuses on search engine technology, online advertising, cloud computing, etc. It's a wholly owned subsidiary of Alphabet Inc. In the year 2012 Google launched a project codenamed Project Aristotle with the aim of understanding what makes a team effective at google? During the execution of the project a survey was conducted. Survey items focused on the five effectiveness pillars and questions which included:

- Psychological safety - “If I make a mistake on our team, it is not held against me.”
- Dependability - “When my teammates say they’ll do something, they follow through with it.”
- Structure and Clarity - “Our team has an effective decision-making process.”
- Meaning - “The work I do for our team is meaningful to me.”
- Impact - “I understand how our team’s work contributes to the organisation's goals.”

Later the results were analysed and a summary of all the replies were given to the team leaders.



- **Casper:**

Casper is an online mattress startup that launched in 2014 and quickly became a social media phenomenon. Today it is valued at over \$1.1 billion. Casper was founded by four people Philip Krim, Neil Parikh, T. Luke Sherwin, Gabriel Flateman and Jeff Chapin each from a different walk of life but with the same ambition to make the quality of sleep better.

“Sure, a lot of people were forming tech companies, but a lot of other people were trying to get healthier,” Parikh says, “and not much was being done on how to improve sleep. Also, buying a mattress was a terrible experience, being harassed by people working on commission can be like buying a used car. We decided a brand that had helped people sleep better at its core would succeed.” That led them to start Casper, a mattress firm that eased customer pain points on shopping, delivery and sleep comfort.

Casper is the perfect example of success due to effective team building as every co-founder had a role of his own in the formation and development of the company.





- **Netflix:**

Founded in 1997, Netflix has grown from a DVD rental business to the world's most popular streaming service. From 2001 to 2021, the number of Netflix subscribers has increased from less than 500,000 to 203.66 million. In 2018 Nathan Tower, Director of Product Data Engineering & Analytics at Netflix put out an article in which he wrote about what shaping culture looks like in practice — at a team level in Netflix. He also wrote about nine values that Netflix looks for while making an effective team.

They are as follows :

- Judgement
- Communication
- Impact
- Curiosity
- Innovation
- Courage
- Passion
- Honesty
- Selflessness

Each of the above nine values have sub points and all of them begin with the word 'You'. Showing Netflix's emphasis towards every member in the team. According to Tower aptitude and attitude come first, and technical knowledge though necessary isn't sufficient.



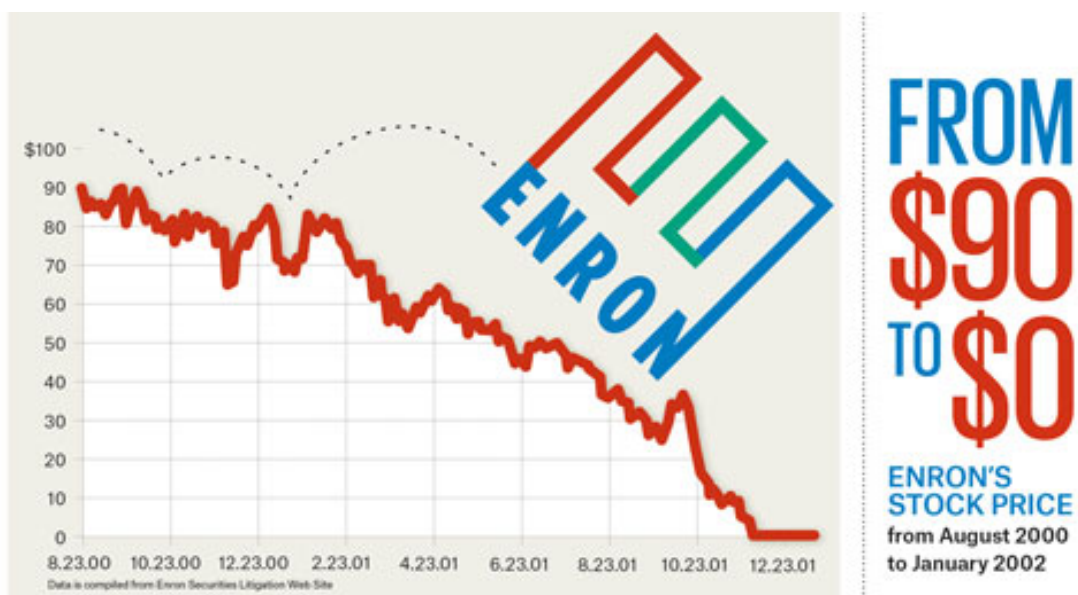
- **Enron:**

Enron Corporation was an American energy, commodities, and services company based in Houston, Texas. It was founded by Kenneth Lay in 1985 as a merger between Lay's Houston Natural Gas and InterNorth. Named “America’s Most Innovative Company” by Fortune Magazine for six years in a row, Enron was once a sweetheart of Wall Street. At its peak the share price was trading around \$90.75 however it came down to a mere \$0.26 before it filed for bankruptcy in 2001. The downfall of this massive conglomerate can be linked to its poor team building and the greed of the executives. As the company grew they started branching off into different sectors leading to different people taking decisions hence lack of coordination. Frequently changing CEO’s could also be considered as one of the many reasons that lead to the the fall of Enron.

Enron as an organisation had core values as stated below :

- Communication
- Respect
- Integrity
- Excellence

However the Company and its management team could not manage to keep up to their core values. Which in turn led to a collapse of both the company as well as the management.



- **LA Lakers:**

The Los Angeles Lakers are an American professional basketball team based in Los Angeles. Shaquille O'Neal and Kobe Bryant never hit it off. After the LA Lakers won three straight NBA championships from 2000–2002, these two uncompromising, Type-A players were paired up—and the team was never the same.

Unfortunately, the strained pairing was just the beginning of the LA Lakers' slow demise. Bad trades were negotiated and good ones fell through. Players got injured and then healed too slowly. Coach clashes and backlashes took place over and over again. All of these situations resulted in a high turnover of both players and coaches.

A team simply can't thrive in an environment of contention, frustration, selfishness, and uncertainty. It's still possible to turn a team like this around, but only if cooperation, teamwork, and true leadership become the team's true values once again.



# **SURVEY ON TEAM BUILDING**

## **Introduction:**

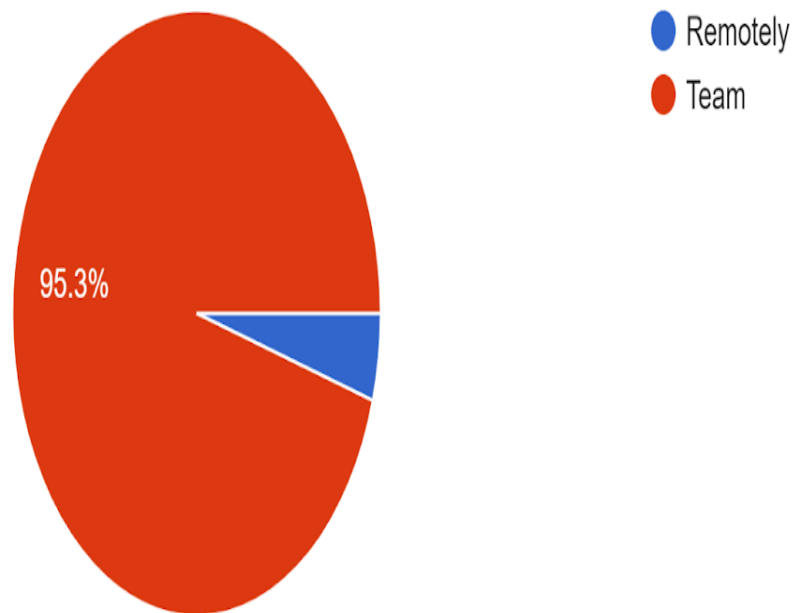
As an organisation grows, it's essential that the team members grow with it. With effective team building, you can not only develop cohesion, but also uncover and maximise the strengths of your employees. We're all familiar with the phrase "teamwork makes the dream work", but many organisations don't necessarily know how to create high-performing teams and hence this survey was designed to see what participants thought about team building and how important it is to work in a team. Respondents gave pertinent information about themselves by responding to a series of questions based on team building in order to provide context and perspective to the replies. There were a total of 43 responders to the survey.

The survey consisted of 7 questions:

- Do you prefer working remotely or working in a team?
- How do you feel working in a team?
- What are the benefits of working in a team?
- What are the difficulties you face while working in a team?
- What strategies do you use to motivate your team?
- How would you handle it if there was a problem with a member of your team not doing their fair share or work?
- Why is team building important?

## Do you prefer working remotely or working in a team?

43 responses



The proportion of people who choose teamwork or remote work is roughly depicted in the pie chart above. Many organisations in today's modern world adhere to the idea of working in teams rather than having each employee work independently or remotely. Teamwork improves workflow and production. The team members learn a variety of interpersonal skills while working together, and these skills are crucial. We grow more certain and motivated to work. The true magic of teamwork is that, when done well, it provides advantages that go far beyond improving the bottom line of the business. While there won't be any development when someone works alone. Because he has no one to discuss his work with, the person may feel lonely, which could lead to stress and a loss of motivation. Therefore, working in teams is significantly better than working remotely or alone since it fosters personal growth in a variety of ways. Additionally, it has been found that those who work in teams are much happier at their professions than those who work alone or remotely.

How do you feel working in a team?

43 responses

Great

Good

Great

Nice

More people means work gets divided and work is done faster with different types of ideas from everyone

Happy and more confidence

It has its ups & downs but it's good knowing that you can take a break for a second.

Contributory

We get different views of an issue or problem, deliberate and decide .

The respondents described how they feel about working in a team in the figure above. Many people like and are confident in their ability to operate in a team. Some people think that being part of a team allows them to meet more people and expand their network. Working as a team fosters team spirit and helps the organisation as a whole grow. It increases output, drives workers to put in more effort, and fosters strong workplace relationships. In order for the team to function effectively and achieve the objectives established by the organisation, team leaders should also ensure that their members get along well with one another and that there is good coordination between everyone.

## What are the benefits of working in a team?

43 responses

You have someone to rely on, someone to boost you up on a bad day

Share ideas so a lot of ideas float within the group, the team members motivates you and pushes you to go ahead

Things get done faster & more efficiently.

More hands make lighter work

Positive

Joy togetherness satisfaction

We make lesser mistakes as we ideate with others.

Better coordination, time saving.

Manv mind bring areater success.

People have benefited from and undergone several transformations as a result of working in teams. One of the respondents claims that having a teammate gives us someone to lean on and encourage us when we're having a terrible day. In a team, everyone contributes their own ideas to the group, which inspires and encourages us to go further. Additionally, because the work is distributed fairly among all team members, there is less tension and dissatisfaction when working as a team. This results in time savings and increased team productivity. Sharing a goal with individuals with a range of personalities fosters character development and personal development. Everyone learns how to work with others, how to work with diverse minds, human psychology, and many other things through teamwork. Our communication skills and productivity both improve. enhances our ability to coordinate and solve problems.

## What are the difficulties you face while working in a team?

43 responses

There could be some who are adamant & uncooperative but there is merit in being patient & taking the team along.

Coordination can sometimes be an issue

Coordination

Not everytime your opinion will be chosen

None

Seriousness of team,lack of opinions etc.

Resistance to change

People have different opinion, chance for conflict

Different opinions from each members

When working in a team, there are many obstacles to overcome, especially if this is your first time participating. According to the responders, there are occasionally individuals with significant ego issues, which prevents the team from developing. Additionally, there are instances when team members fail to participate enough, deadlines are missed, and there is a lot of miscommunication among the members. Conflicts occur when people with diverse personalities share a workspace because everyone approaches problems differently and not everyone may concur with that approach. Even occasionally, when people's ideas don't meet, it creates a conflict among the team members. Consequently, a team leader should possess good leadership abilities and communication skills. It is the team leader's responsibility to assemble the team and inspire everyone to work efficiently.



## What strategies do you use to motivate your team?

43 responses

Have fun activities and outing along with work

Cheer them, be with them, listen to them and give them some freebies

Team outings, sitting and having conversations to talk things out, taking it slow once in a while.

Ignore the errors, mistakes and find a solution

Encouragement

Several

Patience and empathize with others views. Be a coach. Lead from the front.

Keep a positive attitude.

Involvement, suggestions and group discussion

It is crucial for team leaders to never stop inspiring their group of workers. People believe that in addition to work, there should be some enjoyable activities for all. It's crucial to occasionally take a break from work and engage in stimulating discussions with the team or organise team activities on the weekends so that everyone in the team can unwind. Such team-building techniques encourage and motivate the group to work even harder. Giving team members new possibilities might occasionally have a positive impact on the team's overall development. In a team, it's critical that everyone has an equal chance to succeed so they can advance in their individual disciplines and learn new things.

How would you handle it if there was a problem with a member of your team not doing their fair share or work?

43 responses

Make that person understand others and your point of view . If still not possible then we have to sideline him or her that problem but keep them in loop.

Take the member in confidence n check what's not going right, try changes.

Counseling and understanding his or her problem, giving him moral support and boost.

Patience & counselling. Sometimes results take time but they do come eventually.

Talk to him about it privately

Would jointly discuss it

Try explaining how he/she matters to the team and how working for the team is beneficial to both team and him/her

Explain to them

As you have gone through the above responses then you will be able to find out that there are two types of methods used. The first method used is more calm and understanding that person's problem and getting to the solution and the other is more kind of warning. Well then, Which method to approach ?

It all depends on the situation and the timing. If a person who is good at work and very punctual about deadlines and out of the blue starts performing poorly then the rational way to approach him/her is by simply talking to them in a calm manner, listening to them and coming up with a way to solve his/her problem. But, if that person is not performing well from the start ,not listening or improving and bad with the deadlines then strict actions/warnings is the only option.

It all depends on the situation and the person you are dealing with.

## Why is team building important?

43 responses

1. Contributes to the overall growth of the organisation
2. Innovative ideas are exchanged
3. Problems are solved

To keep the team united and smooth functioning of the work

sharing the same goal with different people of different personalities helps in building character and growth as a person.

(This question was similar to one of the questions above so i just copy-pasted)

It helps to understand and work with people of different cultures and background in a positive manner

To achieve the goal.

Build relationships and unity

Strengthens collaboration , avoids internal competition , boosting team performance

Helps to boost confidence

"It is the long history of humankind (and animal kind, too) that those who learned to collaborate and improvise most effectively have prevailed." – Charles Darwin

You must have heard this phrase. What does it mean? Simply that you can achieve your biggest obstacles if you have a team that shares a common goal and works together to achieve it. A team that works together performs and excels. They know what their purposes are and how exactly they can go about achieving it together. There are lots of advantages working in a team i.e. helps building trust with each other, Increases your communication skills, Increases your productivity, Helps bringing people together and many more. It is always great to work with a team.

## CONCLUSION



This report leads us to the conclusion that every organisation should place a high priority on team success. A team's efficiency and productivity will increase if all members adhere to stringent deadlines and put their all into their task. Additionally, team leaders should never stop encouraging their colleagues to work hard in order to meet the organisation's required goals and targets. A person's personality changes and their interpersonal skills increase when they work in a team. Many people have found that being on a team has benefited them in various ways in their daily lives.

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