**Title:** Mob Writing - Article Summary Week 6

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**Summary:**

***Introduction***

The study ‘” Communicate Through the Roof”’ by Muriel E. Scott intends to examine the rules and resources that members of a corporate GVT (Global Virtual Team) work by to structure their interactions within the team/GVT, with the goal of understanding how these interactions enhance their effectiveness together.

***Assumptions***

This study defines a team as a small group of people with skills that complement one another and are all committed to the same purpose. GVT’s as opposed to Co-located teams operate on a global scale, this means that factors such as time zone, culture and local markets affect or enhance the GVT’s performance and reach.

***Advantages / Disadvantages***

Differing cultures amongst the team can allow for a greater understanding of local markets that are untapped, however, it can also pose a risk to misunderstanding and team conflict due to language barriers.

GVT’s benefit economically by being able to employ members in the team that utilise what would mostly be unutilised time in the US to perform further development, as well as offering cheaper resources such as programmers etc.

Companies that utilise GVT’s benefit from being able to tap into new local markets on a global scale. This also grants the benefit of understanding and being able to respond locally within a global market.

***Interviews***

When interviewing a Globally diverse team, all team members followed a set of structural rules, including routinized behaviours and formalized guidelines for action and a key focus on the software development process called “Scrum.” The GVT members enacted shared principles or values that contributed to team effectiveness. Scrum is a type of software process that include frequent meetings which tend to work better for team members who work in close proximity. Previous scholars have suggested, communicative challenges created by distance, the time, and culture threatens to destroy a team. However, through the Scrum process of repeated ritual meetings, members know their roles and what to do which lead to a more effective team.

***Conclusion***

In conclusion, it was discovered that when operating a GVT it is important that the team can effectively communicate with each other and have a strong team identity. A sign of a strong team identity is when members stop self-Identifying as an individual and rather an asset within the team. This allows the team to be more efficient and grants team members to be able to better access other team members strengths and weaknesses which allow them to be place into roles were their skill sets or temperament will be the most effective.

**Identify and explain the communication challenges that global virtual teams face:**

Issues faced with these teams include differing time zones, language barriers and multicultural differences. Time zone barriers lead to difficulties within the GVT regarding meeting scheduling, calling and digital conferencing. Both teams need to be able to accommodate each other’s different time zones to allow a healthy number of communications between the teams without forcing one or both of the groups to work odd working hours.

Language and multicultural barriers cause difficulty amongst a GVT due to misunderstanding or poor translation of ideas. Not all members will be first language English speakers, this has the possibility to lead to misinterpretations which could lead to conflict within the team.

**Identify and discuss the benefits that diversity in teams offers for the development of ICT systems**

Greater diversity within the ICT project teams can offer a wider gamut of perspectives and optimise the use of different cultural and varied backgrounds when operating in overseas markets. A more culturally adapted background can allow for new insights into local markets allowing for a better understanding of local market responses in an overall global market. A wider diversity can also grant the benefit of offering new insights into conflict and problem solving within the team.

**Provide one recommendation for global virtual team members to improve their communication**

One recommendation to improve their communication is to utilise physical or video communication. Physical communication is ideal as it allows the team member to "put a face " to other members of their team instead of seeing them as just a picture and a voice, however it is recommended that teams, when unable to physically interact, use video conferencing resources as often as possible. It’s important that one member of the team can organise networking with the other teams in the GVT to ensure proper use of digital communication resources.