

BCSL Assignment 10

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Title: Team games for Teams building

Problem Definition:

To work as part of a team is one of the most important skills for team building.

Description:

Team building is a collective term for various types of activities used to enhance social relations and define roles within teams, often involving collaborative tasks.

These teams have built small ocean-going rafts as part of a team building exercise

Many team-building exercises aim to expose and address interpersonal problems within the group.

Over time, these activities are intended to improve performance in a team-based environment. Team building is one of the foundations of organizational development that can be applied to groups such as sports teams, school classes, military units, or flight crews. The formal definition[which?] of team building includes:

- aligning around goals
- building effective working relationships
- reducing team members' role ambiguity
- finding solutions to team problems

Team building is one of the most widely used group-development activities in organizations. A common strategy is to have a "team-building retreat" or "corporate love-in," where team members try to address underlying concerns and build trust by engaging in activities that are not part of what they ordinarily do as a team.

Ad Making

- **Come up with a catchy, snappy tagline.** Keep it short and sweet; the average product needs no more than six or seven words.
- **Avoid the same old.** The key to a good advertisement is being memorable. The second your ad borrows a familiar advertising phrase (for example, “new and improved,” “guaranteed,” or “free gift” — is there any other kind?), it becomes interchangeable with thousands of others. You should avoid the old same Add.
- **Use a persuasive technique.** There are tried and true methods that advertisers rely on to make their ads stick. These include:
- **Common sense:** Challenging the consumer to think of a good reason why *not* to purchase a product or service.
- **Humour:** Making the consumer laugh, thereby making yourself more likeable and memorable. This pairs especially well with refreshing honesty. Not the most successful business in your class? Advertise that your lines are shorter.
- **Repetition:** Getting your product to stick by repeating key elements. Jingles are the most obvious way to do this, but unless they’re very good, they’re also the most annoying. If you go this route, brainstorm a more creative, less obvious repetition technique such as the one that was used in the Budweiser frog commercials
- **Exigency:** Convincing the consumer that time is of the essence. Limited time only offers, fire sales, and the like are the commonest ways to do this, but again, avoid meaningless phrases that will slip under your customers’ radar.
- **Know thy customer.** Even the cleverest ad won’t work if it doesn't appeal to the target audience. Keep your target consumer in mind when you're developing the tone and look of your add
- **Find a way to connect the desires of consumers to what you're advertising.** Think of it this way: the ad should be a bridge between what your dream consumer wants or needs and your product.
- **Brainstorm about what your consumer would** want, as well as some of the suggestions below. Don't edit your ideas immediately; just write them down — you'll have plenty of time to pick over them later.

- **Ask yourself if your product or event is apparitional.** Are you selling something that people would buy to feel better about their social or economic status?
- **Determine whether your product is for practical means.** If you're selling something like a vacuum cleaner, designed to perform common tasks or make life easier for the Consumer, spin it in a different direction. Instead of emphasizing luxury, focus on how the product or event will provide relaxation and peace of mind to your consumer.
- **Focus on the most appealing aspect of your product.** Why should it entice people? What sets it apart from other similar products? What do you like best about it? These can all be good starting points for an advertisement.
- **Is there an unmet desire or need,** any frustration in the mind of your consumer that will create a market for your product? Assess the need gap that exists for the product or service
- **Try to make sure your advertisement will age well.** You don't want people looking back at your ad in 10 years and being shocked at its content. For good examples of how common social tropes can look terrible in older ads, search for cigarette or diet pill ads from the 1950s and '60s.
- **Make sure all the relevant information is included.** If your consumer needs to know your location, phone number, or website (or all three) to have access to your product, provide this information somewhere in the add If you're advertising an event, include the location, date, time and ticket price.
- **Decide where and when to advertise.** If you're advertising for an event, start promoting it at least 6 to 8 weeks beforehand if it's going to accommodate more than 100 people; if it's less than that, start advertising 3 to 4 weeks ahead. If you're advertising a product, think about the time of year when people are more apt to buy what you're selling. For instance, if you're promoting a vacuum cleaner, it might sell better in the spring, when people are undertaking spring cleaning.

Effective Team:

- The atmosphere tends to be relaxed, comfortable and informal.
- The team task is well understood and accepted by the members.
- The members listen well to each other and there is a lot of task relevant discussion in which most members participate.

- People express both their feelings and ideas.
- Conflicts and disagreements are present but are cantered around ideas and methods, not around personalities and people.
- The group is self-conscious about its own operations.
- Decisions are usually based on consensus, not on majority votes.

When actions are decided upon, clear assignments are made and accepted by the members.

When all these characteristics are there, it means that the team is successfully accomplishing its mission and simultaneously satisfying the personal and interpersonal needs of the members.

Conclusion:

This activity of team building will help me become a great team player in the future. It will make me realize that not only the individual performance is important but the performance as a team is equally important.