

Unit-I

Corporate culture meaning:

What Is Corporate Culture?

Corporate culture refers to the values, beliefs, and behaviors that determine how a company's employees and management interact, perform, and handle business transactions. Often, corporate culture is implied, not expressly defined, and develops organically over time from the cumulative traits of the people that the company hires.

A company's culture will be reflected in its dress code, business hours, office setup, [employee benefits](#), turnover, hiring decisions, treatment of employees and clients, client satisfaction, and every other aspect of [operations](#).

- Corporate culture refers to the beliefs and behaviors that determine how a company's employees and management should interact and perform.
- It can affect employee hiring and retention, performance and productivity, business results, and company longevity.
- Corporate culture is influenced by national cultures and traditions, economic trends, international trade, company size, and products.
- Corporate culture represents the core values of a company's ideology and practice.
- The four types of corporate culture are clan culture, adhocracy culture, market culture, and hierarchy culture.

Importance of Corporate Culture

A carefully considered, even innovative, corporate culture can elevate companies above their competitors and support long-lasting success. Such a culture can:

- Provide for a positive workplace environment
- Create an engaged, enthusiastic, and motivated workforce
- Attract high-value employees
- Reduce turnover
- Drive and improve performance quality and productivity
- Result in favorable business results
- Underpin a company's longevity
- Strengthen return on investment (ROI)
- Provide an implacable competitive advantage
- Clarify for employees the goals of their positions, departments, and a company overall
- Contribute to the diversification of the workforce

Characteristics of Successful Corporate Cultures

Corporate cultures, whether shaped intentionally or grown organically, express the core of a company's ideology and practice. They affect every aspect of a business, from each employee and customer to a company's public image.

The *Harvard Business Review* identified six important characteristics of successful corporate cultures in 2015.²

Vision

First and foremost is vision. Whether communicated via a simple [mission statement](#) or a corporate manifesto, a company's vision can be a powerful tool. For example, Google's famous slogan "Don't Be Evil" is a compelling corporate vision.

Values

Values, while a broad concept, can embody the thinking and perspectives necessary to achieve a company's vision. They can serve as a beacon for behavior necessary to progress toward all manner of success. Examples of values include fairness, trustworthiness, integrity, performance excellence, teamwork, and a high-quality customer experience.

Practices

Practices are the tangible methods, [guided by ethics](#), by which a company implements its values. For example, Netflix emphasizes the importance of knowledge-based, high-achieving employees and, as such, Netflix pays its employees at the top of their market salary range, rather than through an earn-your-way-to-the-top philosophy.

People

People come next, with companies employing and recruiting in a way that reflects and enhances their overall culture. Plus, people are the key to bringing corporate culture to life and obtaining the high-value performances that can lead to favorable business outcomes.

Narrative and Place

Lastly, narrative and place are perhaps the most modern characteristics of corporate culture. Having a powerful narrative or origin story, such as that involving [Steve Jobs and Apple](#), is important for growth and public image. The place of business, such as the city of choice and also the office design and architecture, is one of the most cutting-edge advents in contemporary corporate culture.

Other characteristics of corporate culture can include:

Teamwork

Employees should be encouraged and trained to work together with camaraderie and trust toward common goals. The benefits of teamwork, such as problem-solving, the development of innovative ideas, and improved productivity, should be demonstrated to the workforce.

Training and Education

Companies should provide the means for employees to improve their skills and enhance their knowledge so that the vision and goals of the company can be more

reliably reached. Training and education can also provide employees with a path to new opportunities within their companies. This can motivate individuals to learn and do more.

Innovation

Innovation is exciting and can underscore the spirit of a company's vision. It can instill pride, confidence, and loyalty in the workforce.

Leadership

A company's management, including C-suite executives, should be accessible and open to providing assistance that supports all employees.

How to Develop a Corporate Culture

There is no single strategy for building a corporate culture because companies, industries, and people can be so different. However, the basic steps below may help you envision a corporate culture that spells success for your employees, clients, and company.

1. Define a company vision, values, and behaviors.
2. Gather feedback from employees about your company's values, ideas, and work methods to improve the workplace environment and performance.
3. Use small discussion groups, surveys, or town hall-type meetings to engage your employees and give them a voice.
4. Establish methods, such as training at regular intervals, to communicate company values/behaviors and determine how well they are understood.
5. Employ high-quality internal communications to maintain consistent contact with employees about company goals, the working environment, and employees' roles in the company's success.
6. Establish guidelines that reinforce company values; e.g., a rule that employees should not be disturbed by work phone calls, emails, or texts during vacations or other types of time off.
7. Recognize employees in a positive and public manner as a reward for their contributions to corporate success.
8. Practice what you preach—ensure that management maintains a consistent behavioral approach to operations rather than cutting corners when convenient.
9. Be approachable so that all employees may address their concerns and feel connected/of value.
10. Foster teamwork rather than silos and isolation.
11. Set goals for diversity and inclusion; celebrate the differences among people as you encourage consistent behavior from all.

What's Meant By "Corporate Culture"?

The term "corporate culture" refers to the values, beliefs, and practices associated with a particular corporation. For instance, corporate culture might be reflected in the way a corporation hires and promotes employees, or in its corporate mission statement. Some companies seek to associate themselves with a specific set of values, such as by defining themselves as an innovative or environmentally-conscious organization.

Professionalism in the workplace:

WHAT IS PROFESSIONALISM?

Professionalism is a combination of traits, skills, behaviors, and good judgment expected from an individual well-trained and well-adjusted to their career.

Professionalism also involves adhering to a set of standards that is commonly practiced among colleagues in the same workplace.

Ultimately, what constitutes professional conduct depends on the company and the culture they foster.

For example, ABC Inc. might allow client-facing staff to wear business casual clothes and arrive/leave work at flexible hours. XYZ Corp. might consider anything less than a pantsuit or jacket and tie inappropriate and hand out demerits for employees who show up three minutes late to work.

What's considered highly unprofessional at XYZ Corp. wouldn't cause anyone to bat an eye at ABC Inc., so learning to be professional is as much about [figuring out your work environment](#) as it is determining a foundational set of principles to follow.

6 CHARACTERISTICS OF A PROFESSIONAL

1. **Respect.** The most important element of professionalism is [respect](#), for your [supervisor](#), coworkers, subordinates, clients, and anyone else you interact with throughout your day. In conversation, respect means listening when someone else is speaking, showing interest through eye contact, and couching feedback in positive language.

Respect also involves empathy, as you should consider other people's workloads before piling on requests for help or delegating additional tasks. Most importantly, remember that respect isn't something you earn — everyone deserves respect, from the intern who grabs your coffee to the CEO who runs the show.

2. **Competence.** When people think of professionals, they don't usually [associate](#) them with disorganized, unknowledge people. To be truly professional, you should strive for a deep understanding of the work you do and how it fits into the grander scheme of things.

Of course, even novices can practice professional behavior. The key to professionalism is being active and deliberate in how you improve your skills and learn new ways to contribute value to whatever projects you're working on.

3. **Confidence.** While it's wise to admit when you're unsure of something, a professional should express certainty in most of their decisions and actions. Professionals don't second-guess themselves on the basics or go running for help at the first sign of trouble.

They have a sense that they'll be able to handle whatever comes up and will have an equally good sense of when a project requires help. Confidence taken too far is arrogance, so having an accurate sense of your skill set and knowledge is a big part of being professional.

4. **Accountability** Confidence is great, but you're still going to make mistakes. Don't let that shatter your self-esteem or cause you to pass the blame on others. Take

ownership of your missteps and express enthusiasm to learn from them and move on.

5. **Integrity.** [Integrity](#) means doing the right thing, even when nobody's watching. A true professional won't take shortcuts just because they know they can get away with it. They give their best effort to every task set before them and can always feel proud about their day's work.
6. **Etiquette.** Performing professionalism is a whole lot less important than actually exhibiting it, but etiquette is still an element of professionalism. At the very least, it shows that you're willing to abide by certain cultural norms for the general comfort of your work environment.

However, a big problem with relying on etiquette and other (somewhat) empty forms of professionalism is that these are often coded in ways that can be deconstructed as sexist, racist, or culturally biased.

Clothing and hair styles, hand gestures, speech patterns, and preferred modes/styles of communications have little to do with the actual core elements of professionalism, yet they are often unfairly cited as signs of an unprofessional individual.

- Professionalism are the traits of a well-trained and well-adjusted employee.
- Although professionalism is partially based on the context of the work environment, there are common characteristics found in all jobs.

- Professionalism includes respect, competence, confidence, accountability, integrity, and etiquette.
- To improve your professionalism live a healthy life, be an active listener, and develop your transferable skills.

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of professionalism, yet they are often unfairly cited as signs of an unprofessional individual.

11 TIPS FOR PROFESSIONALISM IN THE WORKPLACE

1. **Know your workplace etiquette.** Strive to be aware of your company's culture and expectations. There are some standards that everyone should know.

They include how you talk to people (politely and respectfully), what you should wear (dress to the expectations and standards of your field, level, and company), how you interact with your phone and computer (stay off inappropriate sites and don't be distracted).

Every workplace will take these factors to different levels, but they will all be apparent in any job. How you manage them is up to your judgment, but it is always better to err on the side of stricter interpretations of etiquette, especially if you are new.

2. **Be an effective communicator.** In any relationship, communication is the key to success.

This is incredibly true and important in the workplace, where your relationships with your supervisors, coworkers, and customers determine how tasks are completed and set the stage for your future endeavors. Generally, communication is broken down into verbal, nonverbal, and written forms, and they require the same basic principles.

Whether it's your word choice or your physical stance, let your presence respectfully reflect your professional needs. It may take practice, so be open to feedback. You may not always succeed in communicating your needs, but if you can focus on those factors, you begin to head in the right direction.

An essential part of communication is engagement, so engage whoever you are with through clear, concise word choice and friendly but [professional body language](#). Remember, communication is not just about talking or writing. It's about listening too, which leads to our next point.

3. **Be an active listener.** You won't get far in successful communication if you don't listen. Not only do you want to listen, but you want to be an [active listener](#). This means that you are engaged in the conversation at hand. This does not mean you are always interrupting, nor does it mean you are silent the entire time. Instead, you want to strike a balance.

Pay attention and ask questions, but only if it seems like there is an appropriate break in the conversation. Another key is to show you have been listening. One good way to do this is to summarize what you heard. This also allows the [speaker](#) to clarify if need be.

Overall, be polite and focused. Your ears and your mind are instruments that must be properly tuned if you truly want to be present for the conversation.

4. **Be productive.** Another pretty straight forward area of professionalism. If you cannot be productive at work, chances are you will not have the job for very

long. [Being productive in the modern age can be challenging](#), but not impossible with the right level of awareness.

Mitigate factors that lead to procrastination, such as task switching, can be remedied by [being organized](#). This includes focusing on one task at a time, scheduling related tasks around one another, and minimizing distractions.

Always be monitoring yourself and make sure tasks are meeting deadlines.

Another great tool to increase productivity is by maintaining a healthy lifestyle.

So make sure to eat well, exercise when you can, and get plenty of sleep.

5. **Be alert.** Speaking of getting sleep, it doesn't do you any good to be caught falling asleep at work. Even being tired and groggy can have damaging effects.

If you suffer from tiredness at your job, the first step is finding out the cause. It could be from poor sleep hygiene, or perhaps your work is not exciting or challenging enough for you, or it could be from some underlying mental health problem.

The best way to figure this out is to develop good habits that increase alertness.

These are [good to know](#) even if you don't find yourself sleepy at work.

A consistent sleep schedule, a diet packed with nutrient-rich meals, being engaged with tasks at work, and consistent mindful observation of your own thoughts and emotions will keep your energy in check.

6. **Be mentally healthy.** Maintaining your mental health is crucial for your career.

Those who ignore their mental health tend to [suffer from burnout](#), professional stagnation, or job loss.?

Be aware of your environment. Physically, is it clean and organized? Socially, do you and your coworkers have positive relationships and interactions? Is the culture conducive to feedback and growth?

[There are many techniques](#) to help improve your workplace mental health. Have open conversations with colleagues and managers via meetings or surveys. Use online resources and mental health apps to improve performance and educate yourself on the different levels of mental health needs.

Remember, mental health, like physical health, benefits from proactivity, so do your part before it's too late.

7. **Be clean.** A clean workspace not only has a positive impact on your mind but also highlights your professionalism to your peers and supervisors. It reduces distraction and gives a good impression. This is particularly important if clients come to visit.

Overall, a [clean workstation](#) is a considerate move to make, and being professional is all about being thoughtful. So make sure to keep your space organized and your trash thrown away.

If you ever need a break from your other tasks, cleaning your workstation is a great way to stay productive and maybe give your mind a rest and a chance to

work problems out subconsciously. Just don't use cleaning as an excuse for procrastination.

8. **Develop your transferable skills.** Certain skills can be used in any profession.

These are your [transferable skills](#), which include punctuality, communication, teamwork, problem-solving, flexibility, organization, and more.

Since these skills are transferable among different [career paths](#), it is good always to be working on improving your transferable skills.

As you develop these skills, you will become more professional. The more skills you have, the better equipped you are down the line. Using free time to read up on [conflict resolution techniques](#), for example, is something most professionals will need to do.

9. **Learn to deal with a difficult boss.** Dealing with a [difficult boss](#) is one of the most critical moments to act professionally. Your job may depend on it, so you must be professional. First and foremost, check your behavior to make sure it's not you who might be the difficult one.

Use effective communication and active listening to figure out your boss's needs and do your best to be proactive about meeting them, such as [asking for feedback](#) and providing relevant progress on projects.

Refrain from letting your emotions get the best of you. To remain professional, you must consider that difficult managers require a slew of techniques on your part to do everything you can to get the job done.

10. Learn to deal with difficult coworkers. Just like in dealing with a demanding [boss](#), dealing with a [difficult coworker](#) is a crucial situation that will test your professionalism. Similarly, you must remain respectful.

Do your best to resolve any conflict with your colleague through nonviolent communication (i.e., phrasing your issues as based on your needs and wants as opposed to attacking their behavior) and be as respectful and polite as possible. However, taking matters into your own hands can lead to trouble, so contact your supervisor and/or HR if there is still a problem.

11. Find a mentor. Finally, another great way to develop your sense of professionalism is to [find a mentor](#). Find someone at your company who has positive and healthy traits of leadership.

In some settings, you may be assigned a formal [mentor](#), but if not, look around for people who have been there longer and/or in higher positions, whose behavior shows integrity and a healthy work ethic.

[Grab lunch](#) or sit down for occasional meetings and talk things over. Topics can range from the specific (certain tasks you might be facing) to the abstract (philosophies of professionalism).

Having a mentor will allow you to gauge your development. They also provide you a source for advice and feedback. By having a mentor, you will hopefully take on some of the traits that make them standard to measure your own professionalism against.

Dynamism and its contribution towards success:

When a good dynamic exists within a group working toward a common goal, each individual member will perform effectively and achieve goals set by the group. [Poor group dynamics](#) can adversely affect performance, leading to a negative outcome on the common goal or project.

Many variables contribute to a positive work dynamic. Below are four key points to help you understand group dynamics — and how to create and maintain a constructive and productive outlook in any group.

1. Strong leadership is important within a group

This doesn't mean that a manager needs to bully or strong-arm the team to maintain control. A leader should guide the development of the group and the path to the goal that needs to be reached. They can do this by defining specific roles and responsibilities for members of the group, as well as a timeline for the common project so members can understand their role within the timeline.

2. Recognize how personalities affect team dynamics

Obviously, each person working in a group brings their own personality and skill set. Recognizing each person's style of work, motivation, and level of aptitude can help a manager understand how that person fits in the group.

This practice can also provide an opportunity for managers to note any gaps in experience or behavior — and the necessary coverage with additional team members — for the group to accomplish its goal.

Along with members who contribute positively to the group, there may also be those whose behavior, attitude, or work style negatively affects the dynamics. Some may be obvious, such as an aggressive personality dominating and intimidating other group members, or a distracted person who is constantly off task. But some disruptive roles may not be as easy to pinpoint. For example, "social loafing" may occur, meaning some members of the group may exert less effort than they would if working alone.

A manager who recognizes and reacts quickly to these roles can influence the dynamic of the group in positive ways. A dominating or distracting member of the group may benefit from a separate conversation with the manager, addressing expectations of roles within the group. If each member of the group sees their contribution as valuable and accountable to the larger group, then social loafing is less likely among group members.

3. Understand the life cycle of a group

The way a group comes together can be demonstrated in five steps:

1. **Forming:** The coming together of a group.
2. **Storming:** Members of the group seek out like-minded members. At this stage, conflicts between different sub-groups may arise.
3. **Norming:** Members become invested in the group as a whole and its common goal.
4. **Performing:** The members of the group now function as a unit, contributing to complete the task within the standards defined in the previous steps.
5. **Adjourning:** If the group has formed to meet a specific goal, then the group will disband after the completion of the task and any subsequent needed evaluation.

Consideration of where the group is within this cycle can provide perspective to all members of the group as they move through it.

4. Communication is key

[How effectively a group communicates](#) can determine its overall success in reaching its goal. Many methods of communication may be used in groups working toward a common business objective.

Emails, project management software, group documents, and video/telephone conferencing are some of the many ways the traditional face-to-face group meeting is becoming less prevalent.

It's imperative for all members of a group to understand and utilize the chosen methods of communication. Open and transparent communication builds and maintains a sense of trust within the group and helps maintain focus toward the goal. Side conversations via separate emails or instant messaging chat features can be detrimental to the group's overall trust.

Additionally, the group's manager should assure that all members can effectively communicate needed information to the group. This could require additional training on programs, or assistance in clearly presenting information so all members fully understand the information.

The concept of being goal oriented:

Goal-oriented means you strive to complete specific tasks to reach a certain outcome. It means that you are both driven and motivated by a sense of purpose: either in life, work, or something else that has your attention and commitment.

Goal oriented means being motivated by a clear vision, mission, goal or aspiration. That is to say, for you to start and complete projects, you prefer having at least one clear goal that keeps you going.

You love attaining your objectives and others can feel you're passionate when talking about your intentions and aspirations. This type of conversation makes you feel good and even more motivated to achieve big things.

Whether you're working alone or with your team members, you often use words such as 'attain', 'get' and 'gain', as you believe they can motivate both you and others.

How to become more goal oriented

1. Try visualization

What would you like to achieve in the long run? Make a list of your desires and dreams. Then, close your eyes and visualize yourself accomplishing them and notice how you feel.

2. Set short-term goals

To become more goal-oriented, you can begin to define an easy, short-term goal. When you get there, take notes of what you've learned. Then replicate the experience with other (perhaps more challenging) goals.

3. List your priorities and what makes you proud

What makes you feel accomplished? Make a list of achievements you feel proud of and see if they have something in common. If you can spot a trend, try setting more goals related to it.

4. Let go of fear

If you're scared of failing, that may actually hold you back from setting goals and ultimately achieving them. Try changing your relationship with 'failure', by realizing it can be your best teacher.

Benefits of Becoming Goal-Oriented:

Helps You Stay Motivated

Feeling [demotivated](#) is a terrible feeling. But why does it happen? More often, it is because our life lacks a purpose.

We go through our days for the sake of it and sleep. Being goal-oriented can make a massive difference to our motivation levels.

First of all, setting goals gives you that sense of purpose. And when you achieve these short-term goals, you feel a sense of achievement. You start feeling confident and good about yourself. And this newfound confidence can work wonders for your life. Overall, goal setting has a positive effect on your psychology.

Helps You Focus

When you don't set goals, it's hard to focus on the task at hand. After all, why are you working for? For the salary you get at the end of every month? But, unfortunately, that's not enough to help you focus.

When you have goals in mind, your work has “why.” And when you have that, it becomes simpler to focus. You work harder and with much more efficiency. You start focusing on the little things, and the quality of your work improves.

And where did it all start? Right when you decided to become goal-oriented!

Helps You See The Bigger Picture

When you have a set goal in mind, you see the bigger picture. Minor setbacks don’t bother you anymore. Why? Because you have your eyes set on your long-term goals. And you can see yourself slowly progressing towards them.

That’s how being goal-oriented affects your mindset. It fills you with positivity and steers you away from defeatism. When you achieve your short-term goals, the sense of achievement feeds your confidence.

As a result, you become someone who delivers without fail!

Helps You Measure Progress

The short-term goals we reach give us a sense of achievement. But there’s one significant benefit of short-term goals. Well, when you don’t set goals, how do you know if you’re improving?

Goal-oriented people can analyze their progress. They set goals based on where they want to be in a few months. When they reach the deadline, they can ask themselves. Am I where I wanted to be? Even if they fail to complete some of their goals, they can measure their progress.

How to be team player :

Here are 10 tips on how to be a better team player in the workplace:

1. Be a good communicator

Healthy [communication skills](#) are vital to your professional development. Actively listening, relaying your ideas clearly, and [taking and receiving feedback effectively](#) will help you advance quicker and [connect with your team](#).

Strong communicators also know how to check in with themselves and others so they're always on the same wavelength. This means [being self-aware](#), [practicing empathy](#), and improving [emotional regulation](#). You can support others better if you understand your biases and triggers and can put yourself in their shoes.

2. Be a problem-solver

Your team will face challenges. Critical thinking and [problem-solving](#) are essential to [collaborate effectively](#) and overcome these hurdles. Be ready to suggest creative solutions when [brainstorming](#) with your colleagues.

3. Know your role (and your limits)

You should know what's expected of you and how your role fits within the team. You should also be realistic about how much you can take on. Others depend on you, so make sure you can deliver.

4. Take initiative

[Taking the initiative](#) means helping prevent problems before they happen. It also means addressing them as soon as they appear, if and when they do. Be ready to spring into action before someone asks you to. Your initiative may inspire others to be more proactive.

5. Stick to your deadlines

Someone is waiting for you to finish your work so they can do theirs. Use your [time management](#) skills so you don't let them down. This will make you a valuable and dependable team player.

6. Know your strengths

Most projects go through a planning phase where everyone's assigned tasks. [Be transparent](#) about your abilities and help people understand how you can contribute. Ask for jobs that take advantage of [your skillset](#).

7. Support and be supported

High-performing teams feel supported and validated by one another. [Motivate your team](#) by sharing [positive feedback](#), [expressing gratitude for their hard work](#), and

asking them often if they need help. Just make sure you don't take on more than you can chew.

8. Share information

Found a useful online resource? Send it to your team. Worked on similar projects before? Share your experience. This information exchange will help everyone produce better work and problem-solve difficult challenges easier.

9. Understand your team's objectives

You can easily hinder progress toward shared goals if you don't know about or comprehend them. Make sure you understand overall objectives to gain perspective on your tasks and understand how your work depends on others.

Here are a few questions to ask yourself:

1. Do I understand the [company's overall mission](#)?
2. Does my manager know what I'm prioritizing and why?
3. How do my deadlines affect my teammates' progress?

10. Be open-minded

Teamwork is about bringing together a diverse set of individuals with unique perspectives and skills. Practice [mental flexibility](#) by being open to different approaches and techniques. You'll learn something new and encourage your coworkers to share innovative ideas.