**Activity: Team Performance Domain**

**Scenario:**

You have just been appointed as your company's project manager for a new product launch. The project involves team members from various departments, including marketing, IT, design, and operations. Your company has a history of teams working in silos, and there is concern that this may hinder collaboration and slow down progress.

You are provided with a transcript of the project kickoff meeting, which includes team member introductions and role clarifications, project objectives, and initial discussions about timelines and milestones. As the project lead, it is your responsibility to ensure that the team operates efficiently and everyone is aligned with the project goals and their roles.

You decide to develop a team charter that contains key details from the meeting transcript that lays out team roles and responsibilities, as well as communication and collaboration strategies for the rest of the project.

**Activity:**

**Step 1: Analyze the kickoff meeting transcript**

Based on the information from the kickoff meeting transcript, assess the team structure by completing the following information:

* Identify and list the key stakeholders of the project.

| **Example:**   * Anita (Product Owner) – Oversees the product vision and ensures alignment with business goals. |
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* Identify and list the team members and their roles within the project.

| **Example:**   * Sarah (Marketing Lead) – Responsible for marketing strategy, social media, and PR. |
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* Identify gaps in communication and other concerns relating to the project team or deliverables.

| **Example:**   * Communication gap - Emma has expressed concerns about receiving regular feedback from David (IT) and Anita (Product Owner). |
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**Step 2: Develop a team charter**

Create a Team Charter for the project using the transcript and your assessments from Step 1.

**Team Roles and Responsibilities:** Clearly define each team member’s role, their responsibilities, and how they contribute to the project goals.

| Team member | Role | Contribution to project goals |
| --- | --- | --- |
| **Example:** Anita | **Example:** Product Owner | **Example:** Oversees the product vision, prioritizes features, ensures alignment with business goals. |
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**Communication Plan:** Outline how the team will communicate including the frequency of communication (e.g., daily stand-ups, weekly check-ins).

| Communication method | Frequency |
| --- | --- |
| **Example:** Email progress reports | **Example:** Weekly |
|  |  |

**Collaboration Strategy:** Identify any potential challenges to collaboration and highlight how team members will work together, share resources, and provide support across departments.

| **Example**: Teams (e.g., IT and Design) will coordinate via weekly check-ins and ensure feedback loops are in place. |
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**Conflict Resolution Approach:** Detail how conflicts will be managed within the team, whether through mediation, leadership involvement, or a step-by-step escalation process.

| **Example**: Raise concerns in the next weekly meeting or via Teams if urgent. |
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**Team Goals:** Set SMART goals for the team to help track progress and maintain motivation.

| S – Specific | **Example:** Successfully launch the new mobile app, including all core features (user interface, login functionality, and other key features), and complete marketing preparations. |
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| M – Measurable |  |
| A – Attainable |  |
| R – Relevant |  |
| T – Time-bound |  |