**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.

| 1. Anita (Product Owner) – Oversees the product vision and ensures alignment with business goals. 2. John (Project Manager) – Manages the overall project and ensures team alignment |
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* Identify and list the team members and their roles within the project.

| 1. Sarah (Marketing Lead) – Responsible for marketing strategy, social media, and PR. 2. David (IT Lead) – Manages the technical aspects, including development and server setup. 3. Emma (Design Lead) – Focuses on user interface and experience design. 4. Raj (Operations Manager) – Handles logistics, resource allocation, and monitors timelines |
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* Identify gaps in communication and other concerns relating to the project team or deliverables.

| * Emma has expressed concerns about receiving regular feedback from David (IT) and Anita (Product Owner). * Sarah (Marketing) needs early access to design assets to avoid delays in developing marketing materials. |
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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** |
| --- | --- | --- |
| Anita | Product Owner | Oversees the product vision, prioritizes features, ensures alignment with business goals. |
| John | Project Manager | Manages overall project timeline, coordinates team activities, facilitates communication. |
| Sarah | Marketing Lead | Develops the marketing strategy, manages promotional materials, coordinates with the design team. |
| David | IT Lead | Leads technical development, ensures infrastructure readiness, and manages server and security protocols. |
| Emma | Design Lead | Designs the user interface (UI), ensures intuitive user experience (UX), and works with IT on feature feasibility. |
| Raj | Operations Manager | Handles logistics, ensures resources are allocated effectively, and monitors project timelines. |

**Communication Plan:** Outline how the team will communicate including the frequency of communication (e.g., daily stand-ups, weekly check-ins).

| **Communication method** | **Frequency** |
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| Email progress reports | Weekly |
| Weekly check-ins | Every Monday morning via Zoom to provide updates on project progress and address any issues. |

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

| * **Cross-functional Collaboration:** Teams (e.g., IT and Design) will coordinate via weekly check-ins and ensure feedback loops are in place. * **Addressing Bottlenecks:** If any team member foresees a delay or challenge, they must immediately inform the project manager and relevant leads via Slack for resolution. * **Tools:** Use of Trello for transparent task tracking and Slack for real-time communication ensures all team members stay informed. |
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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.

| * **Step 1:** Raise concerns in the next weekly meeting if urgent. * **Step 2:** If unresolved, the project manager will mediate between the concerned parties. * **Step 3:** Escalation to the Product Owner (Anita) for any major conflicts that could impact the project’s timeline or quality. |
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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** | Achieve 100% feature completion, successful beta testing, and finalized marketing materials by the scheduled launch date. |
| **A – Attainable** | Given the team’s resources and set timelines, the goal is realistic and can be achieved by following the structured milestones. |
| **R – Relevant** | This goal is directly tied to the company’s strategy to expand into the mobile app market, making it critical for business growth. |
| **T – Time-bound** | The app must be fully launched within the 5-month project timeline. |