Subject- Business and Communication Skills Lab   **Subject Code**-210250
Name- Shubham Chemate   **Roll No** – **21118**
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Title: Team games for team building

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

Objectives:
• To discover effective ways to get tasks accomplished through others
• To discover how to structure your planning time to produce maximum results
• To think out of box..

Apparatus: Discussion Room and sitting arrangement

Steps:
Teamwork involves building relationships and working with other people using a number of important skills and habits:
• Working cooperatively
• Contributing to groups with ideas, suggestions, and effort
• Communication (both giving and receiving)
• Sense of responsibility
• Healthy respect for different opinions, customs, and individual preferences
• Ability to participate in group decision-making

Concepts related Theory:

Tips for Team Building:

• **Executive leaders communicate the clear expectation that teamwork and collaboration are expected.** No one completely owns a work area or process all by himself. People who own work processes and positions are open and receptive to ideas and input from others on the team.
• **Executives model teamwork in their interaction with each other and the rest of the organization.** They maintain teamwork even when things are going wrong and the temptation is to slip back into former team unfriendly behavior.

- **The organization members talk about and identify the value of a teamwork culture.** If values are formally written and shared, teamwork is one of the key five or six.
- **Teamwork is rewarded and recognized.** The lone ranger, even if she is an excellent producer, is valued less than the person who achieves results with others in teamwork. Compensation, bonuses, and rewards depend on collaborative practices as much as individual contribution and achievement.
- **Important stories and folklore that people discuss within the company emphasize teamwork**. People who "do well" and are promoted within the company are team players.
- **The performance management system places emphasis and value on teamwork.** Often 360 degree feedback is integrated within the system.
- **Form teams to solve real work issues** and to improve real work processes. Provide training in systematic methods so the team expends its energy on the project, not on figuring out how to work together as a team to approach it.
- **Hold department meetings to review projects and progress**, to obtain broad input, and to coordinate shared work processes. If team members are not getting along, examine the work processes they mutually own. The problem is not usually the personalities of the team members. It's the fact that the team members often haven't agreed on how they will deliver a product or a service or the steps required to get something done.
- **Build fun and shared occasions into the organization's agenda**. Hold pot luck lunches; take the team to a sporting event. Sponsor dinners at a local restaurant. Go hiking or to an amusement park. Hold a monthly company meeting. Sponsor sports teams and encourage cheering team fans.
- **Use ice breakers and teamwork exercises at meetings.** I worked with an organization that held a weekly staff meeting. Participants took turns bringing a "fun" ice breaker to the meeting. These activities were limited to ten minutes, but they helped participants laugh together and get to know each other – a small investment in a big time sense of team.
- **Celebrate team successes publicly**. Buy everyone the same t-shirt or hat. Put team member names in a drawing for company merchandise and gift certificates. You are limited in teamwork only by your imagination.

o Activities in Team Work:

1) Ad Making

2) Skit on social issues

1. **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.

> • **Humor:** 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 in order to feel better about their social or economic status?

• Determine whether or not 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 particular 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) in order 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.

5) **Skits**: The 'Skit' has proved to the powerful medium in hands of professional and non professionals alike in communicating important messages concerning various human values to masses. "These issues are sort of hidden on campus," Freddy said before the event. "We wanted to show that these issues aren't isolated and that other people care about these issues, even if they aren't obviously involved with organizations that deal with them on a regular basis." "The organizations are all connected within our missions in some way," Russell said. "It's about bringing social awareness to these issues."

Conclusion:

This assignment given the insights of the importance of games in team building. It helped me in understanding work as team. I prepared a for game and also done some onsight changes according to the situation along with my team mates. I gained lot of confidence in my teamwork skills. This eventually help me in my future academic and professional career.