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COMMUNICATION SKILLS WEEK 12

Team Communication Analysis

In a recent college group project for our Business Communication course, my team of five students worked together to create a marketing campaign proposal. Reflecting on our interactions, I believe our team primarily operated in the “**Storming**” stage of Tuckman’s Model of Team Development. At this stage, team members often experience conflict as they establish their roles and communication patterns, which clearly reflected our situation.

At the beginning of the project, everyone was enthusiastic and shared many ideas. We created a WhatsApp group for quick communication and used Google Docs to collaborate on our report. One of our main **communication strengths** was that everyone felt comfortable sharing their opinions and giving feedback. This openness helped us generate a variety of creative ideas and encouraged participation. We were also respectful toward each other, which prevented conflicts from becoming personal.

However, our biggest **challenge** was the lack of organization in our communication. Because our discussions were mostly informal and unstructured, important decisions were sometimes lost in the chat or misunderstood. For example, two members started working on the same section of the project because the final task distribution was never confirmed in writing. Additionally, some members were more active than others, which created an imbalance in workload and participation. This led to frustration and occasional tension within the team.

A **strategy** that could have improved our communication and output would be to establish a clear communication plan and structure from the beginning. Based on this week’s lessons, we could have scheduled short weekly check-in meetings using Microsoft Teams or Zoom to review progress and clarify tasks. Creating a shared Trello board or task sheet would have made responsibilities and deadlines more visible to everyone. We could also rotate a meeting leader each week to ensure equal participation and accountability. Finally, setting simple communication rules—such as confirming decisions in writing and responding within a set time—would have helped us stay organized and efficient.

In conclusion, while our team showed strong collaboration and openness, we struggled with coordination and structure. By applying a more organized communication strategy, we could have progressed toward the “**Norming**” stage of Tuckman’s model, improving both our teamwork and the overall quality of our project.

Team Charter

Project Title: Sustainable Campus Initiative

Team Name: Green Innovators

Date: November 2025

1. Team Purpose and Primary Goal

The primary goal of the Green Innovators team is to design and present a sustainable campus initiative that reduces plastic waste and promotes eco-friendly practices within the college. The team aims to produce a detailed project report and presentation that propose practical, measurable, and cost-effective solutions to improve environmental sustainability on campus.

2. Communication Norms

- **Primary Platforms:** WhatsApp for quick updates, Google Docs for collaboration, and Zoom for virtual meetings.
 - **Response Time:** Team members are expected to respond to messages within **12 hours** on weekdays and **24 hours** on weekends.
 - **Meeting Schedule:** Weekly meetings every **Wednesday at 5:00 PM**, with additional sessions as needed before deadlines.
 - **Meeting Etiquette:** Be punctual, come prepared, and maintain respect for all speakers. Cameras are encouraged to stay on during virtual meetings.
 - **Documentation:** The meeting recorder will summarize key decisions and share them in the group chat within 24 hours.
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3. Decision-Making Process

- **Minor Decisions:** Can be made by majority vote (over 50% agreement).
 - **Major Decisions:** Require group **consensus**, especially for topic selection, project direction, and final submissions.
 - **Voting Procedure:** Votes will be conducted through a simple group poll or raised-hand method during meetings.
 - **Final Review:** The team leader will ensure that all members approve the final deliverable before submission.
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4. Conflict Resolution Protocol

- **Step 1:** Team members address conflicts privately and respectfully, focusing on the issue, not the person.
 - **Step 2:** If unresolved, the issue will be discussed in a team meeting with all members present to ensure transparency.
 - **Step 3:** If conflict persists, the team leader mediates and proposes a compromise.
 - **Step 4:** For serious issues, the instructor or project advisor will be consulted for guidance.
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5. Member Accountability

Each member agrees to fulfill assigned tasks on time, communicate proactively about challenges, and support others when needed. Consistent effort and respect are expected to maintain trust and teamwork.

Signatures:

- _____ (Team Leader)
- _____ (Member 1)
- _____ (Member 2)
- _____ (Member 3)
- _____ (Member 4)