| Optimum Way Development |
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| Recommendation Report: Managing Team Conflict During Integration |
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# Executive summary

This report presents a comprehensive plan to manage team conflict and successfully integrate five new software developers from a recent acquisition into the existing Raleigh-based development team at Optimum Way Development. It reviews the major elements of the *DataNanny* application, identifies potential and existing areas of conflict, outlines the desired outcomes for the conflict resolution, and provides actionable steps to promote team cohesion, leverage diverse skills, and keep the project on schedule.

## Application

### Background

Optimum Way Development is developing "*DataNanny*," an advanced security application designed to isolate personal and corporate data from being collected and sold online. Unlike most competitors, *DataNanny* delivers a fully app-independent, multi-device privacy shield for consumers and business clients.

### Audience

*DataNanny* is aimed at both individual users who are concerned about online privacy and enterprise customers who need robust, organization-wide data protection. Its architecture allows seamless integration across various devices—phones, tablets, laptops, and desktops.

### Function

*DataNanny* operates as a centralized proxy server. All network requests from each device pass through *DataNanny*, which blocks unsafe requests and allows only those that meet strict privacy standards. For full protection, users must install and run *DataNanny* on all their devices; any unprotected device could compromise the entire system.

### Features

* Multi-device, app-independent privacy protection
* Central server coordination of tracking blockers
* High-speed proxy server to minimize delays
* Logging and notifications for data requests and blocks
* User challenge process for blocked/allowed requests, with AI and human review
* 24-hour resolution for challenged requests
* AI model development for high accuracy
* Developed in Swift (possible switch to C++ for recruitment flexibility)

## Conflict

**Areas of Conflict**

1. **Relocation and Integration Concerns**
   * The new team members from San Jose were notified of their required move to Raleigh through an impersonal HR message, causing frustration and a lack of enthusiasm.
   * Most of these new team members have greater education and experience than the current Raleigh team, and they are generally older.
2. **Job Security Fears**
   * Rumors among the Raleigh team about training the new hires and possible job eliminations have caused anxiety that their positions may be at risk.

**Contributing Factors**

* Poor initial communication regarding relocation
* Age and experience differences
* Lack of a structured integration plan
* Fear of redundancy or job loss
* Unclear roles and expectations

**Possible Impacts**

* Decreased team morale and motivation
* Distrust or resentment between team members
* Delays in application development and missed milestones
* Loss of productivity and potential attrition

## Conflict Resolution

**Desired Outcomes**

* Successful integration of the San Jose team members into the Raleigh office, with all employees feeling valued and secure.
* Open, transparent communication that addresses concerns promptly and honestly.
* Retention of all critical talent, with clear roles, responsibilities, and opportunities for professional growth.
* Positive team culture that leverages the diverse skills and experiences of all members to drive project success.
* Best-Case Scenario: The team collaborates effectively, project milestones are met or exceeded, and the new DataNanny application sets a standard for security and innovation in the market.

## Action Steps

**Facilitate Team Introductions and Open Dialogue**

* Host in-person or virtual meet-and-greet sessions.
* Provide a forum for both teams to express expectations, concerns, and questions.
* Use icebreakers and team-building activities to foster trust.

**Transparent Communication Plan**

* Schedule regular all-hands meetings to address rumors and updates on the integration process.
* Provide written communications summarizing key points and next steps.

**Clarify Roles and Responsibilities**

* Conduct skills and experience assessments for all team members.
* Assign roles based on strengths, ensuring everyone understands their contributions and how they fit into the project.
* Highlight opportunities for cross-training and mutual mentorship.

**Job Security Assurance**

* Directly address rumors of layoffs: clarify that integration aims to strengthen, not shrink, the team.
* Outline the company’s vision for growth and opportunities for advancement.

**Conflict Management Training**

* Provide training sessions for conflict resolution, cultural sensitivity, and inclusive teamwork.
* Designate a neutral third party (e.g., HR or external mediator) for confidential reporting of concerns.

**Monitor and Adjust**

* Collect anonymous feedback through surveys or suggestion boxes.
* Review progress monthly and adjust action steps as needed to ensure continued cohesion and productivity.