**Assessment 3**

# Summary

Muriel Scott’s article “Communicate through the roof”, discusses a study made on Global Virtual Teams (GVT). To complete this study a team from the software development company Software Tech, referred to by the author as Team Amit, was observed to understand how the team worked well together despite challenges faced.

Team Amit was observed to draw upon a structure that has been implementing to help them overcome the challenges faced when working with diverse team members across different countries and time zones.

Through the study many concepts were found to be displayed by Team Amit. These include “We are one team” and “Meeting them halfway” (Scott, 2013). Although this team used these concepts and it worked well for them, it doesn’t mean that it that it will work for other teams in the future.

From the data gathered, it points to the importance of the resources that are being used by Team Amit and provides a new perspective on how GVT’s overcome challenges. This suggests that existing GVTs may consider improving how they operate to increase the effectiveness by drawing upon their interactions within a team.

# Question 1 Identify and explain the communication challenges that global virtual teams face

The communication challenges that are faced by GVTs are diversity challenges, lack of communication and time zones.

Team Amit has 8 team members across two countries; 6 at the India headquarters and 2 at the U.S headquarters and all team members followed a structured process called Scrum (Scott, 2013). Scrum is thought of as not optimal for GVTs due to the lack of frequent feedback and communication processes that are often used between team members in a close proximity (Scott, 2013). Due to having team members in different countries Scrum was altered to be better suited for the team to be able to interact with one another.

Another challenge that effects GVTs is that if several of the team members are in different countries, they will be unfamiliar with the other members which will have a negative result on the work being done.

# Question 2 Identify and discuss the benefits that diversity in teams offers for the development of ICT systems

Having diversity in teams can benefit the development of ICT systems due to many reasons. Some benefits include the ability to problem solve, helps team members engage more and to create a place where everyone is excepted. These benefits are from the different backgrounds, values, experiences, and cultures from each member. This in turn helps create a positive environment where everyone is part of the same team and respect to the time zone differences.

Such it the benefit of diversity to a team, that it also provides teams with an understanding of one another. By having a better understanding between each person in a team, they know what is expected of them and the role they have in the team.

# Recommendation

From the author, several recommendations have been made as to how communication can be improved in Global Virtual Teams.

These are:

* Existing GVTs can improve effectiveness by reflecting rules and resources
* What values can be adopted to improve interactions
* Find an effective structural framework that can overcome challenges

# References

Scott, M. E., 2013. *“Communicate Through the Roof”: A Case Study Analysis of the Communicative Rules and Resources of an Effective Global Virtual Team.* [Online]   
Available at: https://www.tandfonline.com/doi/full/10.1080/01463373.2013.776987  
[Accessed 21 April 2022].