

# Team Building



The concept of team building is largely misunderstood in business today. Many organizations view team building as buying team hats, t-shirts and jackets, hiring motivational speakers to “pump up” the group, ad hoc team building workshops, occasional team dinners, golf games, boat trips, BBQs and pool parties.

These activities by themselves do not constitute team building. They are often a reactive, one time response that hopes to “fix” an underperforming team. These activities do not support the creation of meaningful, long-term change that both strengthens and builds teams. If poor leadership or an adverse environment hinders a team, then team building, as a recreational endeavor, certainly won’t cure the underlying illness.

Organizations bear an increasingly high cost of hosting under performing teams. Low productivity, low morale, high confusion, apathy, and rapid turnover are all signs of under performing teams. If these conditions are pervasive throughout an organization’s teams, its financial performance is sure to suffer.