

**August 2005: Drake Webinar Series - Volume 11****Teams in Crisis Find Much Needed Help**

The concept of team building is largely misunderstood in business today. Many organizations supplement real team building by buying team hats, t-shirts and jackets. They hire expensive motivational speakers to pump their groups up with ad hoc workshops, or hold the occasional team dinner or golf tournament.

These activities by themselves do not constitute team building. They 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—won't cure the underlying illness.

When teams are working well they create synergy by having multiple people, with different skills and abilities, converge on a specific problem or opportunity. Simply translated, synergy means that the whole is greater than the sum of its parts. Maximizing synergy gives your organization the opportunity to accomplish more with the same number of people. Organizations lose synergy when teams aren't functioning well. A low performing team can actually be of less value than its individual members. This situation has a suffocating effect on productivity that directly affects bottom-line performance.

Drake has developed a comprehensive whitepaper called "Team Building Magic" for employers that identifies the causes of low performing teams and details the process for creating high performing ones. It includes the critical steps that create optimal teams through communication methods, available technologies and crucially, through team composition.

A high performing team is a team that operates at an elite level, consistently achieving extraordinary results. A thriving team has the right people in place, with the right skills, knowledge and behaviour. Drake's whitepaper goes into detail on the eight personality types that extensive research has shown exist within teams. It covers how they combine, which ones work well with others and which don't, and how managers can identify the personality types in their own teams to align them into the high performing team they want.

If your company does not use a personalized, meaningful team building process, supported by advanced technology tools, you can take steps today to change that. Drake has team-profiling technologies that take the mystery out of developing your high performing team. Companies that adopt a proactive approach to team building reap the benefits of a more productive and effective employee, increase their retention rates, and drastically reduce the expensive hiring process.

To find out more on how **Drake's HR Consulting & Team Building Tools** can enable your managers to create and manage teams to succeed, call Louisa Jewell, Drake Business Solutions Team Manager at 416-216-1087.