

12 Team Building

chairperson

Project Overview

team

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What are some types of people who make up a successful team?
- 2 What are some ways to improve a team's productivity?

Reading

2 Read the project overview. Then, choose the correct answers.

- 1 What is the purpose of the form?
 - A to describe areas of specialization
 - B to get worker feedback on a job
 - C to explain the stages of a project
 - D to outline each person's tasks
- 2 According to the chart, which is NOT one of Elaine's tasks?
 - A assign work to other team members
 - B proofread the team's work
 - C initiate team building activities
 - D locate venues for advertisements
- 3 What will Michael Ortiz and Beth Carlton likely do together?
 - A design the team's advertisements
 - B contact Australian retailers
 - C develop the team's objectives
 - D study Australian consumers

Start Date: February 1

Completion Date: May 31

Summary: The marketing **team** will develop a comprehensive, **creative** strategy for introducing Naturally Good Organic Snacks to the Australian market.

Role/ Employee Name	Duties
Chairperson/ Coordinator Elaine Jenkins	-Delegate tasks to team members based on each person's skills and abilities -Monitor the progress of the team -Ensure timely completion of project -Use team building to keep morale high and improve productivity
Resource Investigator Michael Ortiz	-Establish relationships with retailers in Australia (working with sales team) -Assist with market research to find out consumer preferences
Plant Daniel Paulson	-Offer creative solutions to challenges -Assist in brainstorming sessions -Help the team "think big"
Implementers/ Shapers Joanna Walker Elaine Jenkins	-Ensure that each team member's suggestions are heard and given consideration -Help the team develop a list of objectives -Turn plans and suggestions into actions
Teamworkers/ Specialists Ryan Martin Beth Carlton Sarah Franklin	(Advertising) (Market Research) (International Markets) -Implement plans, within area of specialization -Design advertisements and find venues for them -Learn about the intricacies of the Australian market and apply that information to marketing materials
Completer Beth Carlton	-Proofread all marketing materials -Help ensure that deadlines are met
Monitor Evaluator Ryan Martin	-Provide insight for group problems, hearing all sides and advising what is best for the team

Vocabulary

3 Match the words (1-8) with the definitions (A-H).

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|------------|---------------|-----------------|
| 1 — team | 4 — plant | 7 — coordinator |
| 2 — role | 5 — completer | 8 — specialist |
| 3 — shaper | 6 — creative | |
- A an achievement-motivated person
 - B a person who provides the group with ideas
 - C a function that a person fulfills
 - D a person who is very knowledgeable about a particular subject
 - E a person who gives employees duties based on what skills they have
 - F original, out of the ordinary
 - G a group of people who are working on something together
 - H a person who does the final check on a team's work