

Linking Behaviour to Bottom Line Performance

# The Importance of Relationships in Team Building

After having the best talent, relationships play the most important part in creating a high performing team.

**Team Building Benefits**

- > Increase team performance
- > Reduce tension and friction
- > Identify and maximise team strengths
- > Anticipate problems and prevent them
- > Optimise understanding

Please note, this document is intended to accompany the team building demonstration of the Visual Team Builder. This can be found at the link below.

<http://www.fourgroups.com/teams>

**Team building today**

The word 'team' was first recorded in 1552, its original meaning was 'to harness' or 'to come together'. The idea behind the word is to create a group that is greater than the sum of its parts. In order to create such a group, the constituent relationships in the team must strengthen and enhance the abilities of the people within it.

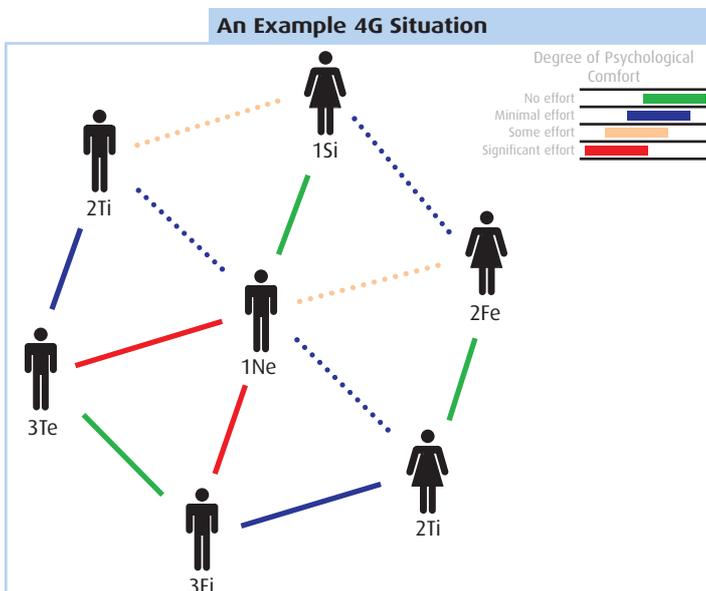
Further to the idea above, people often approach team building from the perspective of attracting the best talent.

Ultimately, this method serves to optimise a team's relationships and becomes a catalyst to the team's success and achievements.

In creating a high performing team, many approaches offer a combination of boosting morale, increasing self understanding and resolving problems. While each of these methods offers solutions, none of them are perfect all of the time. Activities which boost morale tend to bring short term benefits but struggle to make any sustained long term impact on a team. Increasing self understanding raises people's awareness but translating this into how people relate to one another and the means to improve this is often complicated and abstract. Resolving problems usually attempts to improve the means by which people relate to one another (as above, far from easy) and where practical, changes in workflow and processes can be made.

**Our solution**

Each of the three ideas above offers its own advantages and in the right circumstances they generate genuine and tangible improvements to teams. What



Whilst this is valid, Four Groups believe that when combined, a second view based on relationships offers greater benefits. Our view proposes a method that enhances individual abilities, providing greater performance and a sustainable advantage.

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is lacking however is a repeatable methodology to improve and optimise the relationships within a team.

To solve this problem, Four Groups provides a system (4G) to predict and more importantly, improve relationships or 'people compatibility'. There are many ways 4G can be applied, team building being an obvious example.

## **What is the team building application for 4G?**

The team building application for 4G splits into three distinct steps. The first looks at understanding the current strengths, weaknesses and context of the team. 4G provides an in-depth understanding of individual team members, the relationships within the team and the team values or culture. When combined with the context of the team, this information offers an accurate and insightful 'snapshot' of the team in its current state.

The second step builds on the first. By turning the initial analysis into practical steps, it is possible to raise individual effectiveness, optimise existing relationships and to improve overall team performance. 4G contains comprehensive information on how to improve and optimise both individuals and relationships within the team. This infor-

mation is then supported by a suite of coaching modules looking at topics ranging from leadership through to problem solving and dealing with change.

Where practical, the third step looks at making recommendations and changes to team structure, workflow and processes. 4G often highlights hidden strengths and unknown weaknesses in a team's structure or workflow. As a result, it is possible to make the most of these strengths and to minimise the impact of any identified weaknesses. Finally, these ideas can improve existing processes and highlight superior alternatives to achieving your goals.

## **How does 4G work?**

Using 4G is a very quick and simple process. People generally need an hour, split between a short briefing, an online personality questionnaire and a feedback session. Optionally, further time may be spent on more feedback, either for individuals or for the whole group. At the end of the process, individuals receive their own reports, while a group report is made available for the decision maker and/or the group, depending on what is required.

## **Who are we?**

*Four Groups work with a new approach to behaviours, relationships and culture. This document provides some background to our work around team building, optimising relationships and creating high performing teams.*

## **What is 4G based on?**

4G is a proprietary approach to predicting relationships, behaviour and group cultures. Based in part on the work of Swiss psychiatrist Carl Jung, 4G incorporates measures of people's strengths, creativity, motivation and weaknesses. The model contains 16 definitions of individual's behavior, 14 different relationship types and 4 examples of group culture.