



# Teambuilding for Creativity & Productivity Enhancement

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# Background Definitions

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- **Teambuilding** – activity which fosters team development for performance enhancement
- **Creativity** – *right-brained activities*
  - Examples - *writing novels, dancing, playing music, singing*
  - For project managers: *Thinking outside the box to solve problems or make decisions, developing future visions (forecasting/planning), responding to RFPs*
- **Performance enhancement**
  - *Getting more done in less time, with less effort*
  - *Using balanced brain team building technique*

# How the Brain Works

- **Balanced brain** (combine right/left brain activities to use both sides of the brain)
  - Left brain - *analytical, likes data*
  - Right brain - *abstract, likes free flowing*
  - Use both sides of your brain (Data workers must balance with right brain activities)

## Left Brain



## Right Brain





# Teambuilding Activities

| <b>Characteristics<br/>Activity:</b> | <b>Left Brain "TWG"<br/>technical working group</b><br><ul style="list-style-type: none"> <li>■ Problem, Analyze, Solution, Write Report</li> </ul>    | <b>Right Brain "Show"</b><br><ul style="list-style-type: none"> <li>■ Conceptualized as teambuilding activity</li> </ul>   |
|--------------------------------------|--|--|
| <b>Task</b>                          | <ul style="list-style-type: none"> <li>■ Outlined problem &amp; given to team</li> <li>■ Some degree of latitude</li> <li>■ Personal skills</li> </ul> | <ul style="list-style-type: none"> <li>■ Idea presented</li> <li>■ Content left open</li> <li>■ Internally generated</li> <li>■ Personal skills/talents</li> </ul> |
| <b>Master Schedule</b>               | <ul style="list-style-type: none"> <li>■ Team-lead established</li> </ul>  | <ul style="list-style-type: none"> <li>■ Team-lead est.</li> </ul>   |
| <b>Team</b>                          | <ul style="list-style-type: none"> <li>■ Matrixed</li> <li>■ Volunteered</li> <li>■ Mixed skill level</li> </ul>                                       | <ul style="list-style-type: none"> <li>■ Matrixed</li> <li>■ Volunteered</li> <li>■ Mixed skill level</li> </ul>   |

# Teambuilding Activities- Results

| Left-brain activity "TWG"   | Right-brain activity "Show"   |
|---|---|
| <ul style="list-style-type: none"> <li>Very challenging for team lead</li> </ul>                                | <ul style="list-style-type: none"> <li>Tough to get going, then took off</li> </ul>                                 |
| <ul style="list-style-type: none"> <li>Team lost people 15 to 5</li> <li>Analytical tasks</li> </ul>            | <ul style="list-style-type: none"> <li>Team grew from few to 20</li> <li>Creative tasks</li> </ul>                  |
| <ul style="list-style-type: none"> <li>Team members learned to work together, but mostly on task</li> </ul>     | <ul style="list-style-type: none"> <li>Framework of the skits &amp; production required more interaction</li> </ul> |
| <ul style="list-style-type: none"> <li>Report delivered &amp; was praised</li> <li>I did final brief</li> </ul> | <p>learned about teamwork<br/>more creative on other work</p>   |
| <ul style="list-style-type: none"> <li>Glad it was over!</li> </ul>   | <ul style="list-style-type: none"> <li>Everyone loved it</li> <li>Great fun</li> </ul>                              |



# Takeaways

- *Right-brain team building activities foster creativity.*
- *Combine left and right brain activities to be a balanced person for higher performance.*
- *Work hard, play hard.... Is true!*

