Effectiveness of Work Groups and Teams in Businesses

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Abstract: This research paper presents an integrative outlook on work groups and teams in businesses. The piece discusses how competitions in the external environment of a business create the need for a team and group effectiveness, which is a core element of a successful business in terms of growth, innovation, profitability and productivity. It points out how team members from various departments of a business who share similar interests and goals are able to build up a relationship to achieve the business targets effectively.

Keywords: work groups, teams, businesses, performance, effectiveness

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INTRODUCTION

Over the past decades, an incredible transformation of business structures has been witnessed globally. Even though there are technological, economic, political and strategic essentials driving the transformation, the most compelling elements has been an enduring shift from the work organized among individual jobs to team based and work group structures, thus creating efficiency in the workplace. The rising competition, innovation, and growth have created demands that influence the need for work groups and teams as fundamental building blocks in businesses. As a result, team effectiveness, sometimes known as group effectiveness will be exhibited in such businesses [1]. As addressed by Daft (2007), team or Group effectiveness refers to the ability a team or a group to achieve goals administered by the managers or authorized personnel in businesses [2]. In addition, a team is a group of individuals, who are inter-reliant in their duties, share responsibilities and who view themselves as an embedded unit in a firm or organization.

Teams and work groups have created a synonymous relationship within the limits of processes and research concerning their effectiveness. As evidenced by Bevan (2012), team and group members who work efficiently have the ability to increase the productivity of the business, as the team is composed of successful individuals who understand their own tasks in the group as well as understanding the responsibilities of the teammates [3]. Consequently, working in a collaborative manner, the effective teams and groups have the capability to agree on particular plans and also divide their tasks equitably. This provides room for innovation and creativity of new ideas leading to increased productivity and growth of the business.

According to Tsay & Brady (2010), positive interdependence, cooperation, and effective collaboration is witnessed among the team members which poses the team's ability to accomplish the business objective in an effective manner [4]. The team members are able to support each others' efforts to achieve the goal of the business. When managers reward and recognize such teams in the business, more efficiency and effectiveness is experienced leading to more innovation of new concepts. The business then drastically growths as new products and services are produced by the teams.

Frederick (2014) notes that teamwork originates with building relationships among team members who have similar purposes or interest [5].The teams businesses are composed of individuals from different functional or departmental areas of the business with the aim of conducting their common operations and also addressing problems or challenges that are facing the performance of the business. This teamwork creates effectiveness since the team mainly focuses on the primary goals and coming up with solutions to solve the shared problems. The teams use formal processes like scheduling meetings to achieve the objectives effectively.

The effectiveness of teams lowers unnecessary costs incurred by a business throughout its financial performance. The technological innovations such as mobile phones,computers and the internet in businesses improve the teamwork relationships since teams in different geographical locations are able to collaborate and communicate effectively. Griffin, *et al.,* (2016) holds that collaborative tools like Google Docs and video-conferencing applications such as Skype and IMO creates effectiveness in business teams,commonly known as a virtual team [6].These collaborative tools are available at no or low costs, thus minimizing costs and creating an efficient

business environment. Furthermore, technology links teammates with data networks and they are able to share teamwork products as well as documents effectively [7].

CONCLUSION

Individuals working in groups or teams experiences high levels of job satisfaction, which creates efficacy in the business. Moreover, teamwork assist individuals to realize their full potential and they are able to achieve their goals with the help of other members. Teams play a primary role in businesses because managers are able to employ efficient management structures. Team and groups occupy an intersection of multilevel perception as they are able to link the gap between an individual and the business as a whole. As a result, teams becomes a focal point, as it includes effective communication, cohesion, problem-solving, coordination with clear norms and roles [4].

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