Building Team Culture
Rena Buckley & Joe Quinn

In Association with

Rena Buckley

• Cork Senior Footballer – 10 All-Ireland Medals

• Cork Senior Camogie Player – 6 All-Ireland Medals

• Manager at Rena Buckley Chartered Physiotherapy Clinic, Macroom

Joe Quinn

- Owner - *Advanced Sports Performance Ireland*

- BSc Sport & Exercise Science from University of Limerick

- Offaly Senior Footballer

- Strength & Conditioning Coach with Westmeath Senior Footballers, Offaly senior hurlers, Sligo Senior footballers & Offaly ladies footballers.

- Work with numerous Club & County teams in Strength & Conditioning and Team Building.

Team Performance

Team

- A group remains a gathering of individuals until its members have a **common purpose** and join together to achieve it.
- " A team is a Unit with a task that no individual can do alone" (Andrews, 2000)
- " *The strength of a wolf is in his pack*"

Team Culture is

- Socially transmitted behaviour patterns & attitude.

- The behaviour & attitude defines the team

- Vital Foundation

WHY IS TEAM CULTURE IMPORTANT?

Positive Team Culture Creates:

- Collective responsibility toward common purpose

- Trust

- Communication

- Interdependence

- Creates a bond

Common Purpose

• Commitment to the overall team goal.

• Players accept their role

• Involvement however small in decision making helps ownership.

• 'BUY IN'

Trust

• Management & Team Decisions are for benefit of the team

• Members trust that they can openly express their Views and opinions among the team.

• Trust that each member is doing the work required of them for the benefit of the team.

Communication

- Good channels between management & players

- Members can accept criticism constructively

- On Pitch Problem solving is more effective.

- Decision Making on pitch is made easier.

Interdependance

- One member cannot succeed unless the other member succeeds (smith 1996)

- Individuals promote and encourage their fellow team members to achieve, contribute, and develop for the benefit of the team collectively.

Creates a Bond

• Mutual Respect and Acceptance of each individual

• Sense of belonging (Andrews 2000)

• A 'Family Feel' to the group "think alike……"

• Enjoyment in being part of the team.

Building Team Culture

The process of moving this team along a continuum from being held loosely together to being a mature cohesive team.

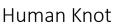# How can Team Culture be improved?

- Coaching Style

- Every time group is together (Training, Meals)

- Closed messaging groups

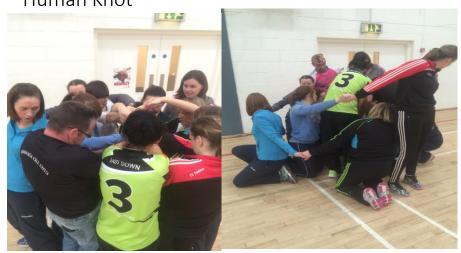- Team Meetings

- Team Building Events

- Team Training Camps

Bruce Tuckman (1965)

- Suggested a team development model.
- Four Stages

    1. Forming
    2. Storming
    3. Norming
    4. Performing

Team Building Activities -
How they achieve this?

- Communication is improved and barriers have been broken down.

- Blindfold activities build trust between team mates in enjoyable environment.

- Interdependence is a common theme in these activities as they require different skill sets. All players require teammates assistance at many stages.

Human Knot

SKI'S

Obstacle Course

- Team members must get their team through course in quickest time possible while negotiating obstacles.

- Gets teams out of their comfort zone. Must work together to get over walls, across rivers and solve tasks/puzzles along the way.

Alphabet

- Very quickly see leaders taking shape
- Members must follow direction
- Conflicts resolved quickly

Successful Teams

- '*Team Culture has no start point or end point but is constantly being developed*' (Lussier & Kimball)

T ogether

E veryone

A chieves

M ore

Bibliography

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- Johnson & Johnson 1995,1999
- Andrews 2000, Finding the square root of a banana: a team story; Auckland yellow brick road
- Scarnati 2001.
- Fisher, Hunter, & Macrosson,1997
- Lussier & Kimball, Applied Sports Management Skills