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Empowering People: Effective Social Work Approaches & Strategies



A STUDY ON TEAM BUILDING ATTITUDE AMONG BPO PROFESSIONALS

KEYWORDS

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ABSTRACT

The concept of team work is most preferred as the working culture by many organizations for the achievement of their goals. Working as a team is being seen as the backbone of success of any organization. Most organizations have a preference to team work due to the fact that complexity of some products necessitate multiple skills or improved results will be obtained once team approach is taken. For a team to be a better one it must have a sense of commitment to improve performance, have a constructive vision for their team, have a mutual understanding upon formed goals and they should be able to encourage and support each other.

This study is aimed at studying the team building attitude among BPO Professionals working in an BPO in Coimbatore. The study also aims at studying the problems that exist among team members. 'Descriptive Research design' is used in this study. The researcher has taken 50 respondents for the study. The researcher used convenience sampling which is a Non-probability sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected. The major findings of the study are that majority of the respondents strongly agree and agree that effective team depends on how focused and clear the goal of the team, Majority of the respondents strongly agree and agree that sense of commitment is required to improve the performance of a team, Majority of the respondents strongly agree and agree that sharing information with team members is important for leaders, Nearly Two third of the respondents strongly agree and agree that leaders should create informal opportunities for team members to share information. This study reflects the minds of BPO professionals on teams and team building attitude among them.

Introduction

"Greenberg and Baron defines a team as 'a group whose members have complementary skills and are committed to a common purpose or a set of performance goals for which they hold themselves mutually accountable"

"Stephen Robbins describes a work team as 'a group whose individual efforts results in a performance that is greater than the sum of those individual inputs"

The concept of team work is most preferred as the working culture by many organizations for the achievement of their goals. Working as a team is being seen as the backbone of success of any organization. Most organizations have a preference to team work due to the fact that complexity of some products necessitate multiple skills or improved results will be obtained once team approach is taken. For a team to be a better one it must have a sense of commitment to improve performance, have a constructive vision for their team, have a mutual understanding upon formed goals and they should be able to encourage and support each other.

Characteristics of a team

1. Small Number: A team consists of few people as the interaction and influence processes needed for the team to function can occur only when the number is small.

2. Mix of Skills: A team includes people with a mix of skills appropriate to the task to be done.

3. Common Purpose Or Goal: A team comes together to take action to pursue a goal. The purpose becomes the focus of the team, which makes all decisions in pursuit of the goal.

4. Mutually Accountable: Mutually accountable is a kind of promise that members make to each other to do everything possible to achieve their goals, and it requires commitment and trust of all members.

Team building ingredients

Ingredients seen as important to the successful set-up and launch of such team efforts include:

- Selection of participants
- Establishing goals
- Allocation of roles within the team
- Harmonizing personality types
- Training on how to work together
- Support within the team
- Making effective use of resources
- Communication between team members and leaders

Methods & Materials

Objectives of the study

- To study the team building attitude among BPO Professionals
- To know about the problems that exist among team members
- To know the respondents opinion on their team leaders
- To find out the contributing factors team effectiveness

Universe of the study: The universe of the study is 370 employees who are working in RND soft tech, Coimbatore.

Company Profile

RND Soft tech Private Limited is a leading business process outsourcing organization that envisioned and pioneered the adoption of the flexible global business practices that today enables companies to operate more efficiently and produce more value. RND commenced operations in 1999. At present it has presence in 3 countries across 3 continents & a comprehensive range of services across diverse business are one of the leading business support system companies. RND is a part of

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PSG - Karthikeya group that has its presence in Education, Health Services, textile engineering, IT and ITES.

Research Design: A research design is a logical and systematic plan prepared for directing a research study. It specifies the objectives of the study, the methodology and techniques to be adopted for achieving those objectives. It constitutes the blue print for the collection, measurement and analysis of data. In this study Descriptive research design is adopted. 'Descriptive Research design' focuses on particular aspect or dimension of the problem under study.

Sampling method: The researcher used convenience sampling which is a Non-probability sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected. Subjects in a non-probability sample are usually selected on the basis of their accessibility or by the purposive personal judgment of the researcher. Convenience sampling refers to the non-probability process by which a scientist gathers statistical data from the population.

Sample Size: For the study the researcher collected data from 50 respondents.

Tools of data collection: With the help of the research guide, the researcher prepared a questionnaire based on the objectives of the study.

Results & Discussion

Findings related to Personal profile

More than half (58%) of the respondents are male, Majority (92%) of the respondents are single, nearly half (48%) of the respondents have completed their UG, 30% of the respondents have completed their PG, Two third (66%) of the respondents mother tongue is tamil, Majority (70%) of the respondents have 1-2 years of experience, More than half (60%) of the respondents have got below 10 month of experience, More than half (56%) of the respondents belong to health care department Findings related to Contributing Factors of Team Effectiveness Majority (90%) of the respondents strongly agree and agree that effective team depends on how focused and clear the goals of the team are, Majority (86%) of the respondents strongly agree and agree that sense of commitment is required to improve the performance of a team.

Findings related to opinion on Team leaders

Majority (88%) of the respondents strongly agree and agree that sharing information with team members is important for leaders, Nearly two third(68%) of the respondents strongly agree and agree that leaders should create informal opportunities for team members to share information, Majority (88%) of the respondents strongly agree and agree that it is the leader's responsibility to model appropriate team behavior, Majority(92%) of the respondents strongly agree and agree that team leaders should ensure that team members help each other when necessary, Almost two third i.e. 62% of the respondents strongly agree and agree that team's mission is of greater value than the goals of individual team members, Nearly Two third (68%) of the respondents agree and strongly agree that effective team members can anticipate the needs of other team members, Majority (88%) of the respondents strongly agree and agree that their team is concerned about improving quality, efficiency and the work environment.

Findings related to Opinion on a Mutual Support

Majority (88%) of the respondents agree and strongly agree that it is appropriate for a team member to offer assistance to another who may be stressed to perform a task, Two third (68%) of the respondents agree and strongly agree that a team member should understand the work of their fellow team member to be effective, Majority (94%) of the respondents agree and strongly agree that helping fellow team members with his/her individual work tasks is an effective tool for improving teams performance, Majority (74%) of the respondents agree and strongly agree that personal conflicts between team members affects the quality of work.

Findings related to Opinion on Communication

Majority (86%) of the respondents strongly agree and agree that teams that lack effective communication significantly increase their risk of committing errors. Majority (84%) of the respondents strongly agree and agree that poor communication is the common cause for reported errors, Majority (86%) of the respondents strongly agree that a successful team happens when the members of the team receive and give feedback, Majority(82%) of the respondents strongly agree and agree that feedback an performance should be shared, Majority(88%) of the respondents strongly agree and agree that miscommunication occurs due to mistrust and lack of openness among team members.

Findings related to Opinion on Building Relationship

Majority (86%) of the respondents strongly agree and agree that teams are encouraged to work for the common good of the organization.

Findings related to Opinion on Development Opportunities to Team Members

36%of the respondents strongly agree that the team members are provided with development opportunities.

Findings related to Opinion on Understanding Regarding Resources for Success

Nearly one third 38% of the respondents agree that the team understands what it needs to accomplish and what resources are needed to be successful

Findings related to Opinion on Conflict and Hostility

Close to two third (68%) of the respondents strongly and agree that conflict and hostility between members are the issues that doesn't seem to get better, Half (50%) of the respondents have stayed neutral to the fact that good work is not rewarded and they are not sure what is expected from them.

Findings related to Opinion on Benefits of Team Building

More than half (52%) of the respondents strongly agree that team building events and activities result in benefit to the organization, More than half (52%) of the respondents strongly agree that team building events and activities are useful tools in organizational development

Suggestions

The following suggestions are given by the researcher for the employees, management and the organization. The employees who do not have a team building spirit or attitude should not be cornered or isolated rather continuous motivation must be provided. The leadership qualities of the employees must be enhanced by providing opportunities to undertake multiple roles. The organization must realize that team building is a gradual process that can be enhanced only through training and practice.

A spirit of sportive attitude must be exhibited in a team in order to develop in skills. Self-assessment must be done by the employees themselves in order to find out in what level they are in the organization. The employees must also be ready to face crisis situations in a team centered atmosphere. There should be continuous up gradation of skills and knowledge in order to survive in a team because this plays an important role in shaping

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the career status of the employees. The employees should also be familiar with the organization's working atmosphere as this helps the employees to adjust accordingly. The employees have a bright scope in the team only when they are able to contribute in a creative and in an innovative manner.

The importance of team building and its presence in the organization must be realized. The employees must realize that success in a team is a gradual process. Apart from the above suggestions, the researcher also puts forth the following suggestions that should be present in an organization as a whole.

They are as follows:
- Providing direction and leadership
- Ensuring the support of senior management
- Staffing the team properly

Organizational Support the following team building factors are most important
- Ensuring the support of senior management
- Developing appropriate organizational interfaces
- Providing direction and leadership
- Developing strong communications channels

For Management the following team building factors are most important which are as follows
- Providing direction and leadership
- Staffing the team properly
- Empowering team members

The above suggestions will help the organization to have effective team building attitude among its employees.

Conclusion

Thus for every organizations success team work is vital. Team building attitude among the employees should be nourished so that differences are settled amicably thus leaving scope for focusing on organizational objectives. Team building attitude should be encouraged at all levels of the organization and it should be incorporated in the organizational objectives. Team leaders shall be trained in such a way that they promote a culture of oneness without any conflict among the team members. Team building should be a concerted effort from all quarters concerned such as employees and management.

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