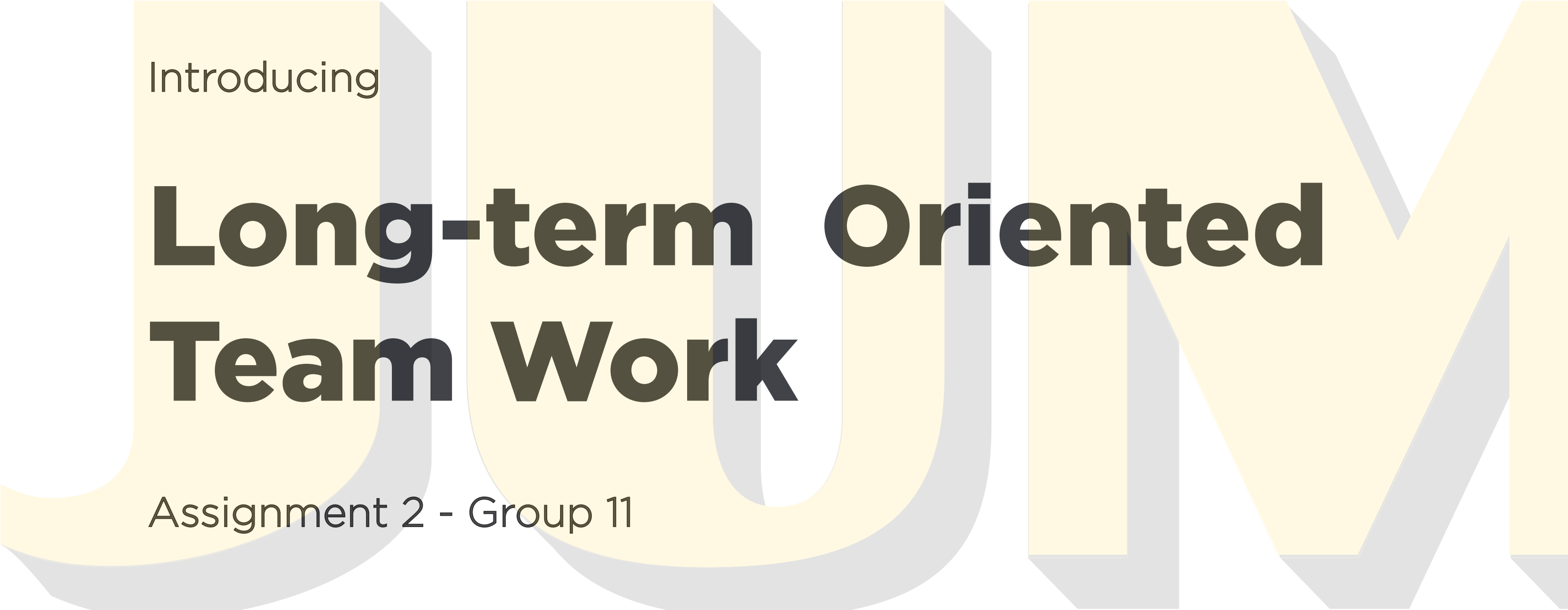




Introducing

Long-term Oriented Team Work

Assignment 2 - Group 11

Our team



Vissers, Wout

Engineer



Chand, Saniya

UIUX



Lu, Hao-Xuan

PM



Gao, Letian

Marketing people

Current case

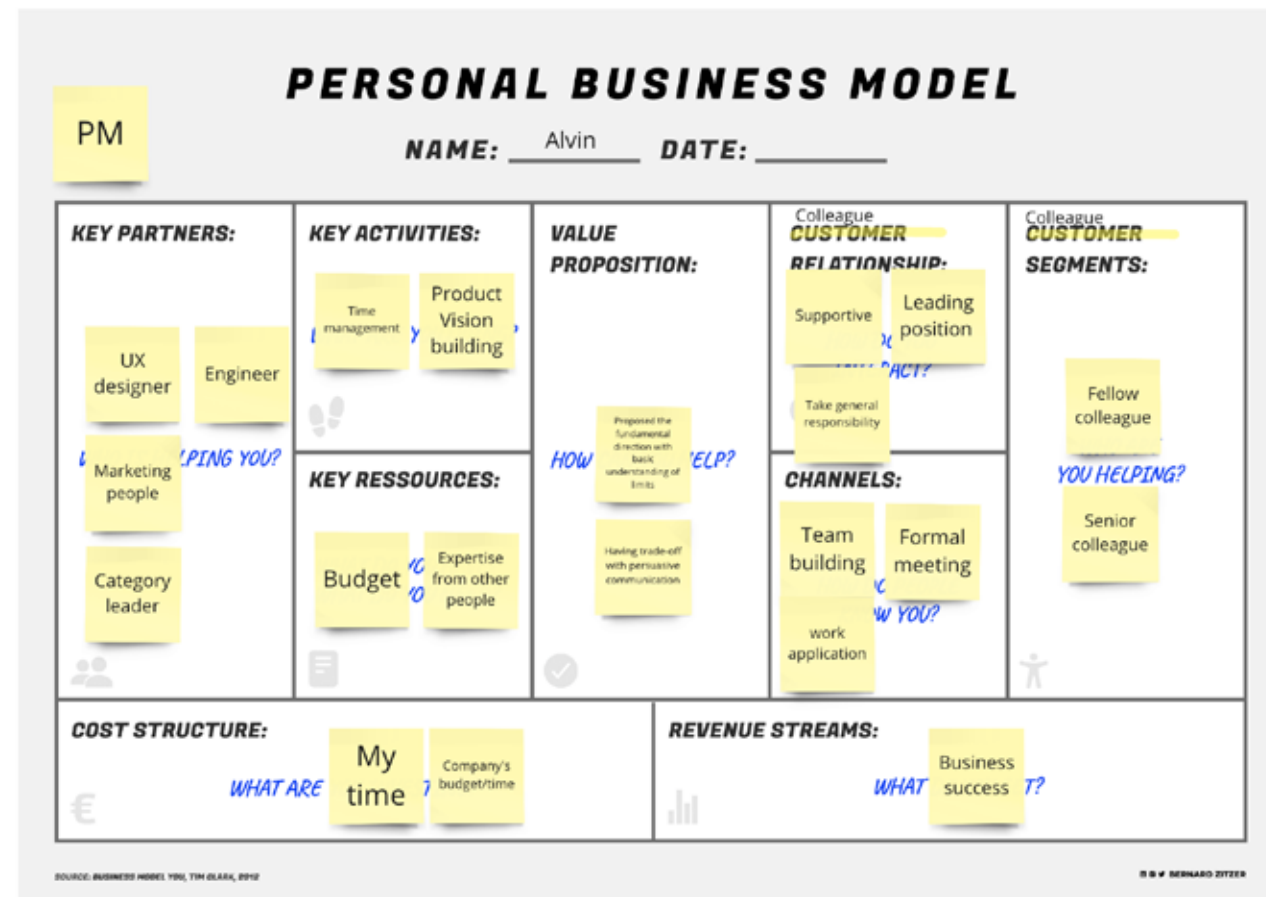
Agile sprints (2x2 weeks)

Quick / clear

Product owner fills out form

Lack of term vision

Business model You canvas



What do key roles do?

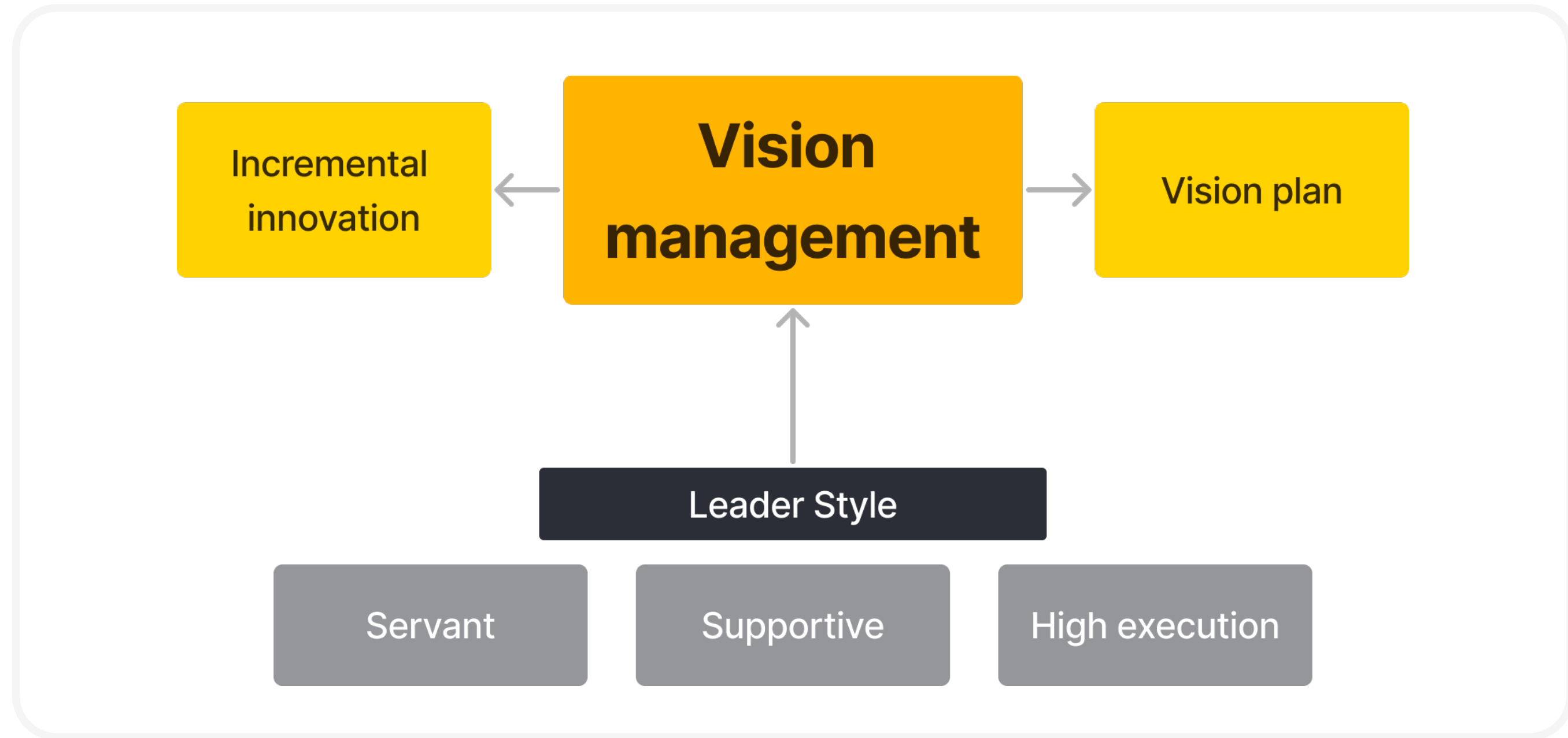
How do they communicate?

How do they work togheter?

Understand each team member

Introduce “Vision management”

Vision management as an overarching role

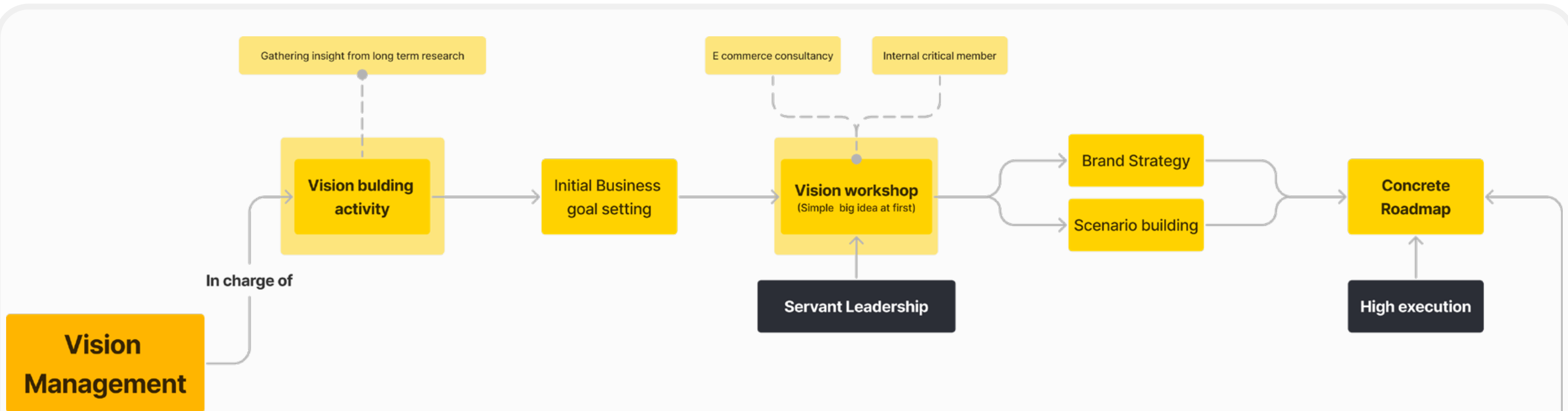


Can be a committee or a part-time work attached to an existing role

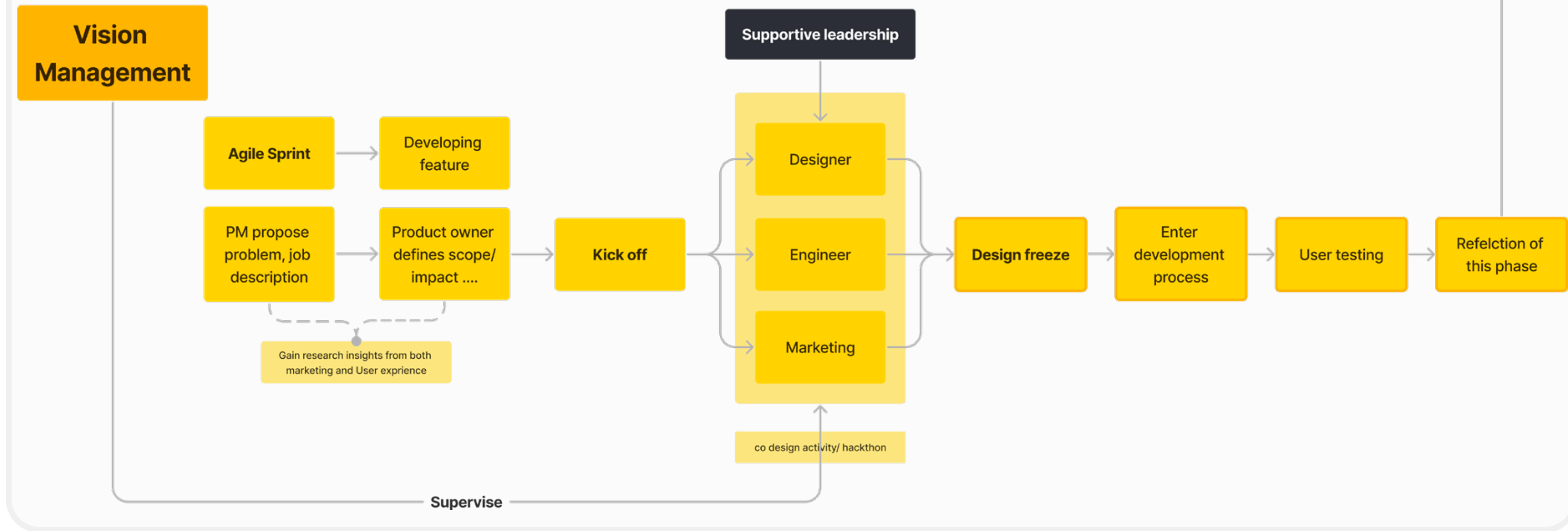
Vision management - Vision plan

Set up roadmap for company

Host vision workshop to generate big idea



Vision management - Daily work



Supervise the daily work with supportive leadership

Help the reflection at the end of each project

Reflection

Understanding Team Dynamics:

Utilize the Lencioni model for foundational understanding of each other's personalities, values, strengths, and weaknesses

To initiate communication flow

Targeted Interventions Based on Role Activities:

For example, our product owner focused on market research to identify potential gaps, while the marketing team devised strategies to enhance brand visibility and customer engagement.

Role Distribution and Responsibilities:

To ensure alignment with each member's strengths and the objectives of the case

To instil responsibility and clarity.

Creating a Structural Pathway:

By mapping out the steps of the intervention and ensuring that each step complements the objectives of the case.

Evaluation and Application:

We examined the feasibility and applicability of our proposed idea and considered potential challenges

By aligning individual goals within the course, we maintained our collective motivation and enhance overall team effectiveness.t