



Teamwork in the Workplace

In the current day and age, where technology and connectivity is far advanced over what it was even a decade ago, many people feel more isolated than ever.

This feeling of isolation is primarily because we no longer need to interact physically with other people to find our entertainment. We can simply turn on the TV, or log onto our favorite social networking site and chat with “friends” from other towns or states. We can text people using our cell phones while we drive down the road. We can play virtual reality video games with people from almost any country in the world, and all of this in real-time. In essence, we can make “connections” to others without ever being physically present.

This is in stark contrast to the time before such connectivity, a time when we were more closely connected to our local community and to our extended family. But we still need to feel that we belong to something real, something offering closer physical contact. It is a basic human need.

This is why there is a tremendous opportunity when it comes to teamwork in the workplace. While fewer and fewer people are getting the “real” contact outside the workplace, they can actually find it on the job. If a company takes proactive steps to transform their culture into a “teamwork-enabled culture,” workers can satisfy their natural need for physical companionship and fellowship, and the business will likely increase productivity.

Why teamwork is important to employees and to the company:

1. Teamwork-enabled environments lead to a sense of “family.” In our fast-paced world, many of us no longer rely on our extended family and these relationships are simply non-existent.

2. A teamwork-enabled work culture can reestablish a sense of community the modern world has all but destroyed. That basic need for human contact can be satisfied.

3. Efficiency increases and thus company competitiveness increases. The increased level of communication leads to less duplication of effort in the business.

4. A positive teamwork culture leads to increases in productivity and thus profitability. With increased global competitiveness, it is more important than ever that we increase productivity. The old adage, "Two heads are better than one," is pertinent here. When two people are working together, innovation increases significantly.

5. Product and service quality increases when people work on teams and interdependencies increase. One reason for the increase in quality is that workers are reliant upon each other and their coworkers are using their products and solutions. These workers no longer create a product and service and send it down the pipeline to an unseen customer. This closer contact with the users of our products/services leads to increased accountability and quality.

- Teamwork leads to increased employee satisfaction with their work environment and an overall increase in morale. Studies have shown that a higher employee morale leads to more positive bottom-line results, so keeping people happy makes sense.

- These are the primary reasons company leaders should develop business approaches and paradigms that lead to a teamwork-enabled culture.