

Project Overview

In this project, you will create a **communication plan** as part of the interview process for a management position on your team. Your plan should discuss team dynamics, your personal approach as a manager, and collaboration strategies. In addition to developing a plan to manage yourself and your team, you must first analyze the team dynamics of the specific team. This analysis will then inform the development of your collaboration strategies.

Competency

In this project, you will master the following competency:

- Collaborate with multiple stakeholders using principles of emotional intelligence and team dynamics
-

Scenario

You work for the Thirsty Beverage Corporation (TBC) and have been on the same team, in the same position, for three years. When you started at the company three years ago, there were five people on your team, but due to recent growth at the company, the team has expanded to 20 employees. Two of your original team members are still working with you on the team, but the rest of the team members just joined the company within the last year.

You have a very good relationship with one of the original team members. However, you have had conflicts with some of the other team members because they have opposing personalities.

The new team members are quite diverse in their personalities and backgrounds. You work well with some of them, but have had confrontations with others. With the rapid growth on the team, there have been some growing pains, such as:

- Some of the new employees have said that they feel frustrated by the lack of training and clarity in job roles.
- You and the other two original employees are feeling the stress of constantly needing to train the new employees and answer their questions.
- With so many new hires, the company's leadership was not able to create a unified team. Now, the diversity in personalities and backgrounds has caused conflict among the team members.



Recently, a management position opened up on your team and you decided to apply. You know that the other two original team members are also applying for the position. If you are promoted, you will be managing these two employees who used to be your peers. You are not worried about managing one of the employees, but you know that managing the other employee would be more difficult.

Leadership is aware that there are conflicts on the team. So, as part of the interview process for the new management position, they have asked you to develop a communication plan. Your plan should explain how you will effectively collaborate with your team members and create positive team dynamics. To help you develop your plan, leadership has shared some [demographic information](#) about your team.

Directions

You have been asked to create a **communication plan** as part of the interview process for a management position on your team. In your plan, be sure to discuss:

- **Team Dynamics:** Before you can develop a plan to manage yourself and your team, you must first analyze the team dynamics of the specific team. This analysis will then inform the development of your collaboration strategies. As you analyze the team dynamics, be sure to:
 - Describe the age and cultural differences among the people on the team.
 - Based on these differences, describe the implicit biases that might be at play on the team. Explain how these biases may impact team communication.
 - Describe difficult situations that may occur with challenging employees on the team. How will these situations make communication more difficult? For

example, what might happen when you have to manage your coworkers who were not promoted?

- **Personal Approach:** As part of your communication plan, the hiring committee has asked you to explain how you will manage yourself as a leader. Specifically, how will you use what you know about emotional intelligence to analyze your personal approach to management? How will this knowledge help you manage the specific team dynamics? As you describe your personal approach, be sure to:
 - Describe how you will assess your own strengths and weaknesses as a leader and your plan to continuously improve these skills.
 - Explain how you will address your own biases and use empathy when communicating with the diverse team.
 - Explain how you will manage your emotions when working with challenging team members.
 - **Collaboration Strategies:** The hiring committee has also asked you to explain your strategy for collaborating with the team. As you develop your plan, be sure to:
 - Explain how you can create a safe, open environment that encourages feedback to build relationships within the team. For example, will you establish specific group norms?
 - Describe how you will take culture and age into consideration. How will you promote effective collaboration within this diverse team? For example, how will you ensure that communication is relevant and appropriate for all members of the team?
 - Describe the strategies you will use to collaborate with challenging employees. For example, how will you manage the employees who did not receive the promotion?
-

What to Submit

Every project has a deliverable or deliverables, which are the files that must be submitted before your project can be assessed. For this project, you must submit the following:

Communication Plan

Develop your personal approach to managing a team and plan your collaboration strategies. Explain how you will create a positive and productive team dynamic. Your

communication plan must be **750–1,500** words in length, or about **3 to 6 pages** (plus a cover page and references). Make sure to cite all sources appropriately.

Supporting Materials

Citation Help

Need help citing your sources? Use the CfA Citation Guide and Citation Maker.

Demographic Information

Use this information to develop your communication plan.

Do you need additional support on your writing?

Watch this short [video on brainstorming](#) from SNHU Academic Support.

Or try this [video on paraphrasing and summarizing](#) from SNHU Academic Support.

SNHU Learning Resources

While you are welcome to look up things through Google, we have downloaded a few learning resources SNHU provides for this project to help support you in your research:

Resource: [What Is a Group?](#)

As a foundation for this learning experience, it is important to first discuss what it means to be a group or a team in the workplace. This FlatWorld chapter provides an overview of the types of groups in a workplace, how groups meet various individual needs, and how group norms are formed. In the project, you will explain how, as a manager, you can create an environment that encourages sharing of information and feedback, so pay particular attention to how group norms are formed and how they can guide a team. As you review this chapter, consider the following:

- What are the types of groups you have participated in?
- What groups norms have you encountered in your experience with groups?

- How did the group norms contribute to the overall success of the team? Were there improvements that could have been made to the norms?

Reading: [Why Diverse Teams Are Smarter](#)

This Shapiro Library article provides specific reasons that diverse teams are more effective and can develop stronger products or services. In the project, you will describe generational and cultural considerations when communicating with a team, as well as biases that may occur. While it is important to address these biases, it is also crucial to see the value of diversity to a team. As you review this article, consider the following:

- Have you worked in a diverse team? How was the team able to use the strengths of the various individuals? Where can the team make improvements?
- How can the strengths in the article benefit your work in a team?

Resource: [Emotional Intelligence](#)

This FlatWorld chapter defines emotional intelligence and provides detailed descriptions of its four main components. In addition, the chapter provides strategies for improving individual abilities with each component. In your project, you will explain how you would use the components of emotional intelligence to collaborate with stakeholders. As you review this chapter, consider the following:

- How have you used the four components of emotional intelligence in your professional life?
- In which of the four components do you have strengths?
- Where can you improve your abilities, in terms of the four components?

Resource: [Barriers to Effective Teams](#)

This FlatWorld chapter describes common barriers that may negatively impact team effectiveness. In your project, you will explain how specific elements may negatively impact team dynamics. As you review this chapter, consider the following:

- Have you been involved in a team in which these barriers have occurred?

- Were the barriers resolved? If so, how?