HR team identity day

Overview

'Team identity' is an umbrella term that describes a team in terms of its vision, purpose, values, objectives and approach; in fact, everything that makes it unique. It brings a shared sense of what is important and what the team wants to achieve together. Building a team identity is an important step in enhancing commitment, trust, synergy and collaboration within the team.

This workshop provides an opportunity for your team to work together as 'one HR team' and begin the journey of creating a team identity. It enables participants to reflect on where the team has been, where it is going and how the team is perceived by the business. The workshop highlights existing strengths within the team, builds on and reinforces other initiatives being undertaken and supports the team in identifying practical steps that will help improve team effectiveness, create a team charter and enhance the value HR adds.

Underpinning the event is an analysis of how effectively the team is currently working together. This is typically achieved through the completion of a Team Effectiveness Survey before the event or a SWOT analysis on the day. If the survey is used, participants are asked to complete the survey before the training day and the feedback is collated by us and anonymised before being fed back on the day. It provides insight into ten key elements of teamwork and asks participants to respond to a series of open questions designed to get a view of team strengths and weaknesses as well as identifying what participants value about working within the team, what they find frustrating, and their ideas for improving team effectiveness. The questions can be tailored to individual client requirements.

Key outcomes for the day typically include a draft 'Team Charter' in the form of vision and mission statements, work on establishing a common approach and / or values and an action plan designed to build on the success of the team and enhance its effectiveness.

Learning objectives

Our HR team identity days are always tailored to the needs of the client organisation and deliver not so much 'learning' as 'programme' outcomes. Depending on the requirements of the team, these can include:

- A greater sense of team spirit
- A clearer focus
- Fresh impetus behind the vision and mission
- An agreed set of next steps

Audience

For most organisations, it is important that the entire HR team attends and actively participates.

Format

A very participative day, tailored to the needs of the particular group. This usually means a facilitated workshop rather than a formal training session. The format, agenda and approximate timetable for the day are agreed on a bespoke basis with each client organisation. The event can be adapted to suit teams of varying sizes and elements successfully incorporated into a team conference format with additional facilitated activities and team development activities as appropriate.

This session can be run face-to-face or virtually.

Special feature

This is a very fluid programme. The outline below is intended as a starting point for a conversation with the expert trainer / facilitator, not as a final agenda.

Workshop outline

1 Introductions / scene setting
- Why are we here? What do we all want to achieve?
- What will be important to ensure we get the most from the day?

2 Understanding team identity
- What is a team identity?
- What are the benefits of establishing a 'Team Charter'?
- Exploring what makes a team. The importance of a common purpose, performance objectives and approach. Application to your team.

3 Your team
- In what way we do we operate as one team now?
- What examples do we have of working well together? Challenges?
- Team Effectiveness Survey feedback (if done as 'pre-work') or SWOT analysis
- Ideas, insights and actions to enhance team effectiveness

4 Team perception
- The importance of perception
- How do others perceive us? How does the business perceive us? Linked to any internal measures such as customers surveys, feedback given, etc.
- How is this similar to, or different from, how we perceive ourselves?
- How do we see ourselves in the future?

5 Added value
- What do we mean by added value?
- What do we do already that adds value?
- What do we spend time and energy doing that doesn't add value?
- Are we focusing on the right things? How can we improve the value we add?
- The need for continuous improvement. Aggregation of marginal gains.

6 Developing a team identity / team charter
- What is a team vision?
- Creative exercise in developing a team vision and vision statement
- Understanding our team purpose. Ultimately, why does our team exist?
- Developing a mission statement (optional)
- Determining how we want to work together. What values and behaviours are important to us? (optional)
- Actions: What will we start, continue and stop doing?

7 Closing the gap
- How clear are we on the vision for our team?
- Where are we now in relation to this vision, on a scale of 1-10?
- What are the next steps / actions we will take?

- What will help or hinder us? Forcefield analysis approach
- What will we do to strengthen the helping forces and minimise the hindering forces?
- Identifying resources and support

8   Action planning

- Having FUN = Follow Up Now!
- How will we keep this on the radar?
- What are our individual commitments to the team?

For a no-obligation discussion about running this programme for your organisation on an in-house basis, just give us a call on 01582 463462.