Team Identity Roadmap

1 Team Identity
Overview

WHY

Team identity defines the WHY, the WHAT, and the WHO of the team. It provides meaning to the team and answers the critical questions of WHY does this team exist, WHAT value does this team provide, WHO are the key players on the team, and WHO cares most about the team's success?

Team identity helps to:

- Create team focus and meaning.
- Increase team energy and engagement.
- Create shared vision.

SUGGESTED PRACTICE

Build within your team a shared sense of purpose. Help team members understand, assess, discuss, and strengthen team identity. Help team members see how well they are doing at what matters most. All team members identify with:

- Team Purpose
- Team People
- Team Priorities
- Team Parameters
- Team Processes
- Team Progress

HOW

1 ○ **ASSESS TEAM IDENTITY.**
Take time to assess your team using the six point's of team identity.

2 ○ **DISCUSS TEAM IDENTITY.**
Team identity becomes stronger as you help team members learn and discuss the six point's of team identity. Hold several focused discussions.

3 ○ **STRENGTHEN TEAM IDENTITY.**
Take time as a team to plan out how you can incorporate and implement each of the six points of team identity.

4 ○ **REPORT BACK TO YOUR MANAGER / COACH.**
Schedule time to report back to your coach what you have done, what the outcome has been, and what you plan to do going forward.

1 **Team Identity**
Template

Team Name

Date

Purpose

People

Parameters

Priorities

Processes

Progress

1 Team Identity
Six Points of Team Identity

Team identity becomes stronger as you help team members understand and connect with the six points of team identity. Use these six point's to assess, discuss, and improve team identity.

Six Point's of Team Identity

Key Questions

1 PURPOSE

The purpose should explain why the team exists and what value the team provides to its customers and the organization.

- What is our team's purpose? Why does our team exist?
- What needs does our team fulfil and to whom?
- What is the philosophy by which we fulfil those needs?
- What are we doing well as a team to clarify and live by our team's purpose?

2 PEOPLE

The team must identify with the people who most impact on the team's success. Team members identify with each other. They also the team's sponsor and key stakeholders.

- Who are the core members of the team? What do they each contribute to the team?
- Who is the team's sponsor? What re the expectations?
- Who the team's key stakeholders? What do they expect?
- What do we need and expect from our stakeholders?

3 PRIORITIES

Priorities help the team establish what is most important. They define both results and behavior. Team priorities help form the basis for goal setting, planning, and decision making.

- What are the three to five top priorities for our team?
- Are these priorities in line with the team's purpose and the expectations of key stakeholders?
- Are we in agreement on these priorities as a team?
- Can we write SMART goals for each priority?

4 PARAMETERS

The purpose should explain why the team exists and what value the team provides to its customers and the organization.

- What is the scope of our team? What are the boundaries?
- What kind of authority do we have and NOT have?
- What are the key policies/procedures that we must abide by?
- What is our budget and resources?
- What other parameters must we work within?

5 PROCESSES

Processes include the steps, methods, and communication that the team employs to achieve results. The team should know them well and continually work to improve them.

- What are the key processes that our team utilizes to accomplish its purpose and its goals?
- Are we clear on how each key process currently works?
- Are there immediate opportunities to clarify or improve any of these processes?

6 PROGRESS

The team defines how it will measure and track progress. Team members should have a clear idea of what success looks like.

- What key measures can we use to track progress?
- How can we best display our team's progress toward goals?
- How can we keep measures current, relevant, and visible?
- How can we best review discuss our progress?

1 Team Identity
Assessment

The Team Identity Assessment will help you assess, discuss, and strengthen your team's shared sense of identity.

How well are we doing at creating team identity?	What are we currently doing well?	What can we do to improve in this area?
1 PURPOSE Very Weak 1 -- 2 -- 3 -- 4 -- 5 Very Strong		
2 PEOPLE Very Weak 1 -- 2 -- 3 -- 4 -- 5 Very Strong		
3 PRIORITIES Very Weak 1 -- 2 -- 3 -- 4 -- 5 Very Strong		
4 PARAMETERS Very Weak 1 -- 2 -- 3 -- 4 -- 5 Very Strong		
5 PROCESSES Very Weak 1 -- 2 -- 3 -- 4 -- 5 Very Strong		
6 PROGRESS Very Weak 1 -- 2 -- 3 -- 4 -- 5 Very Strong		

1 # Team Identity
PURPOSE Discussion

Having a shared sense of purpose is essential to team success. The team's purpose is often communicated through a mission statement, vision statement, and a set of principles. The purpose should explain why the team exists and what value the team provides to its customers and the organization. It may also include a description of how the team will help to meet the goals of the organization.

Notes:

Team Discussion

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- What is meant by "team purpose" and why is it important to our team?

- What is our team's purpose? Why does our team exist?

- What value does our team create for whom?

- What is our vision of success?

- What are our team's top values or operating guidelines?

- What are we doing well as a team to clarify and live by our team's purpose?

Team Identity

1 PEOPLE Discussion

The team must identify with the people who most impact on the team's success. Team members need to identify with each other. They need to understand how each member best contributes to the team. The team must also know it's sponsor and key stakeholders. What needs and expectations do they have? What does the team need and expect from each key stakeholder?

Team Discussion

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- Who are the core members of the team?

- What are the key contributions of each core team member?

- Who is the team's sponsor?

- What does the sponsor expect from the team?

- Who the team's key stakeholders?

- What does each stakeholder need and expect?

- What does the team need and expect from key stakeholders?

Notes:

1 Team Identity
PRIORITIES Discussion

Priorities help establish what is most important to the team. They can communicate both the results the team is expected to produce and the behaviors that are most important to the team. Clear priorities help team members focus their activities on team success. Team purpose and priorities form the basis for goal setting and action planning. As you define team priorities, keep the SMART Goal criteria in mind (Specific, Measurable, Attainable, Relevant, and Time Bound).

Team Discussion

- What are the three to five top priorities for our team?

- Are these priorities in line with the team's purpose and the expectations of key stakeholders?

- Are we in agreement on these priorities as a team?

- Can we write SMART goals for each priority (Specific, Measurable, Attainable, Relevant, and Time Bound)?

Notes:

1 # Team Identity
PARAMETERS Discussion

Parameters communicate the boundaries within which the team must operate. Parameters include scope, boundaries, policies, regulations, procedures, budgets, timeframes, resource allocations, and stakeholder requirements. Parameters help the team remember that it must work within a larger system.

Team Discussion

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- What is the scope of our team? What are the boundaries?

- What kind of authority does the team? What authority do we NOT have?

- What are the key policies and procedures that we must abide by?

- What is our budget and resources?

- What other parameters must we work within?

Notes:

1 **Team Identity**
PROCESSES Discussion

Team processes include the steps, methods, activities, and communication that the team employs to achieve results. It's important that all team members have a common understanding of these processes and continually work to improve them. In fact, the team may decide that a more detailed process map is necessary. But the team should start with a more general description and understanding of the key processes of the team.

Team Discussion

- What are the key processes that our team utilizes to accomplish its purpose and its goals?

- Are we clear as a team on how each of these key processes currently work?

- Are there immediate opportunities to clarify or improve any of these processes?

Notes:

1 **Team Identity**
PROGRESS Discussion

The team should define how it will measure and track progress. Team members should have a clear idea of what success looks like and where they currently stand in relation to their goal. Team scoreboards provide an ideal method for tracking and displaying the team's progress toward goals.

Team Discussion

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- What are the key measurements that we should use to track our progress as a team?

- How can we best display our team's progress toward goals?

- Can we post team progress information in such a way that it is current, relevant, and readily accessible to all team members?

- How can we best review discuss our progress as a team on a regular basis?

Notes:

1 Team Identity
Team Implementation Plan

GOAL

Date:

Current Practice (Status)	Desired Practice (Vision-Goal)

PLAN

DO

Action	Completion

CHECK

On track? Lessons learned? Obstacles? Opportunities?

ACT & STANDARDIZE

Adjustments? Corrections? Standardize.