

GROUP DYNAMICS

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Group Dynamics refers to the study of human behaviors in a group





“A collection of two or more interacting individuals with a stable pattern of relationship between them, who share common goals and who perceive themselves as being a group.”



NATURE OF GROUPS

- Groups are recognized as important units
- Helps in directing and channelizing the constructive efforts
- Common goals of the company is fulfilled
- Group Dynamics was first introduced by corporate giants like Toyota, Motorola, GE, etc.

Types of Groups

1. Primary and Secondary Groups.
2. Membership and Reference Groups.
3. Command and Task Groups.
4. In-Groups and Out-Groups.



Formal Groups

Deliberately created to perform a specific task, a hierarchy of authority exists .rules and regulations guide the behaviour of small groups.

- Command group- specified by org chart and includes supervisor and his Subordinates.
- Temporary Task Group- employees work together to complete a particular Task or Project.

Informal Groups

It forms the Grapevine of the company. These are not formed under company rules and policies. They form a consequential part of the company by easing out any kind of stress or tensions

It helps in:

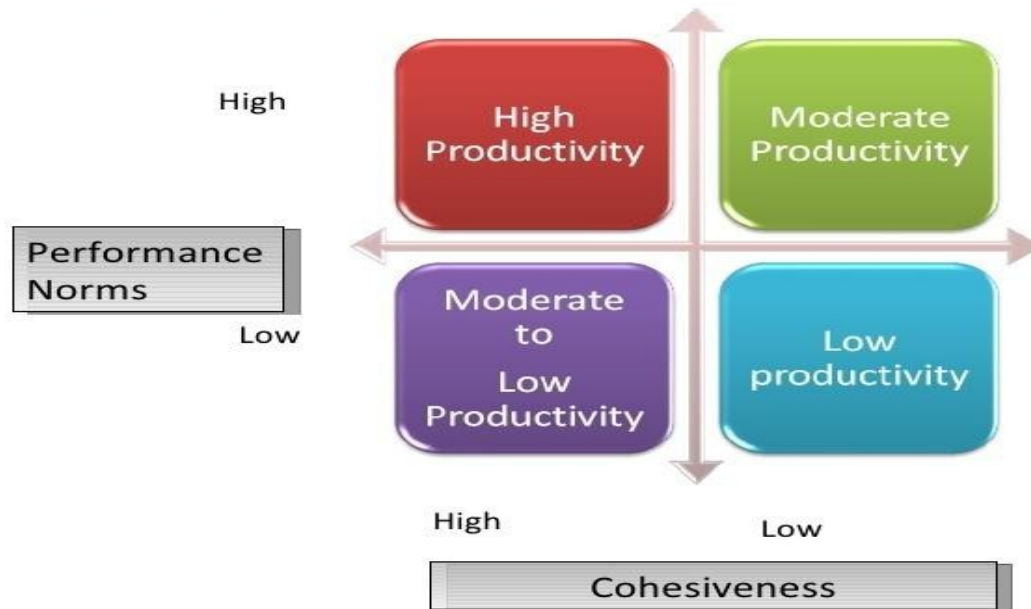
- Groups' survival and provision of benefits
- Simplify the behavioral characteristics of the group and make actions more predictable.
- Effective communication is ensured from the top to the bottom without the line of authority.

Group Behaviour

- Group Norms
- Group Cohesiveness
- Group Decision Making



Group Cohesiveness and Productivity



Techniques for Improving Group Decision Making

- Brainstorming
- Nominal Group Technique- structured group meeting, rank a series of ideas, encourages creativity, prevents strong personality types from dominating the group.
- Delphi Technique- no face to face interaction, filling up questionnaires, this is used where timing for decision-making is not of prime importance.
- Dialectic Decision method



Group development

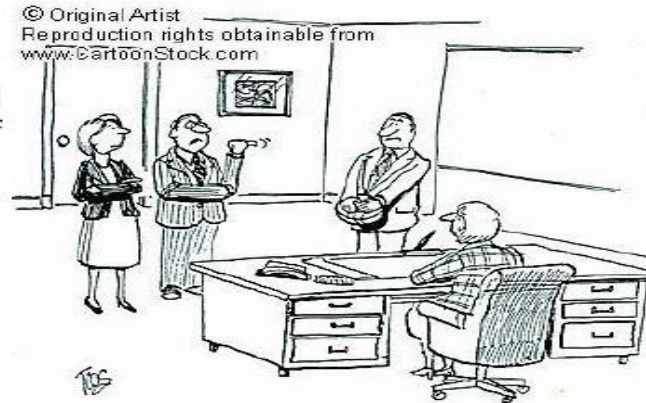
- Dr Bruce Tuckman published his Forming Storming Norming Performing model in 1965. He added a fifth stage, Adjourning, in the 1970's.



Stages of Group Dynamics

1. Forming:

It is the initial stage marked by uncertainty and confusion. The structure of the group is uncertain and unpredictable. Leadership cannot be implemented effectively.



"We like the teamwork idea, but Billy won't let us play with his ball."

Stages of Group Dynamics

2. Storming:

There is a huge rift created because of various disparities and disagreements between members.



Stages of Group Dynamics

3. Norming:

Situation of chaos is finally settled. The groups are finally realized and “I” is replaced by “WE”.



Stages of Group Dynamics

4. Performing:

Team Work forms the very essence of the group. The assigned task is completed with devotion and perseverance.



Stages of Group Dynamics

5. Adjourning:

This represents the end of the group. In this case the mission is accomplished and its time to disband the group or have a new composition. All the stages starts over again.



Task Roles/Functions/Behaviors

- Information and Opinion Giver
- Information and Opinion Seeker
- Starter
- Direction Giver
- Summarizer
- Coordinator
- Diagnoser
- Energizer
- Reality Tester
- Evaluator

Relationship Roles/Functions/Behaviors

- Encourager of Participation
- Harmonizer and Compromiser
- Tension Reliever
- Communication Helper
- Evaluator of Emotional Climate
- Process Observer
- Standard Setter
- Active Listener
- Trust Builder
- Interpersonal Problem Solver





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Say, Fenner, have we ever told you how much *your* support means to us?