

Group Dynamics; its' Effect and Impact to a Company

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ABSTRACT: Decision making in businesses is effective in propelling towards achieving its short term and long term objectives. There are a number of techniques used in decision making but the most commonly used which most businesses use is group dynamics. Group dynamics is a characteristic of any group that is useful in achieving the objectives of the group; providing solution to towards the objectives of the subject company.

KEYWORDS: Group, Factors, Group Dynamics, Team Formation, Team Development.

1 INTRODUCTION

A group can be described as individuals who have gathered to discuss and meet a certain objective. In every group there are always different behavioral and attitudinal characteristics as they participants are of different mindset and experiences. This describes group dynamics. Group dynamics can be defined as the effective roles and characteristics of a group on a group member or on the whole group. When effectively guided group dynamics can be very efficient in boosting the business's operations, revenue and the overall performance of the company.

Group dynamics are effective in most groups whether formal or informal. Group dynamics is used in the study of the behavior of a business. The purpose of group discussions is to provide solutions to issues affecting a business and prevents it from meeting certain goals or may be interfering with the whole operation of the business. Groups are usually problem centered. Group characteristics in terms of behavior and attitude play an important role in arriving at the relevant decision (s) for the good of the company. Good decision can only be arrived at when the group processes properly managed.

2 FACTORS AFFECTING EFFECTIVENESS OF GROUP DYNAMICS

Group dynamics can lose its effectiveness due to poor leadership. A group leader ensures that the meetings conducted are not dominated by majority members at the expense of the minority. The minority members also have an important role during decision making as they act as representative of different part of a business. According to RK Sahu, a leader must involve all the members into action. Leadership also inspires the participants of a group, a leader must be able to motivate the participants of a workshop and ensure that the issue that is discussed is attended to and the solutions generated.

Another factor that hinders effective leadership is excessive difference to leadership. Most of the workshop participants who not want to oppose the stand of the leader and therefore they may not give suggestions that contradict the leadership. The workshop process, therefore, would not be effective in addressing the problem a company is facing. Some individuals may not participate in the process of finding solution to the problem while others may be of negative significance to the ideas that others propose. The group that has more free riders can never reach to an inclusive solution that covers all the risks and value issues that a company faces. For effectiveness any workshop group should ensure that all the participants contribute to the discussion.

The above challenges can be addressed when the leadership is effective in guiding the workshop process and can be able to include all the participants during the discussion. The leadership should ensure that order is maintained. RK Sahu argues that a good leadership is the most crucial necessity that any workshop should never lack. The good leader creates an environment for all the participants to know one another and appreciate their ideas. The leader can assign some participants roles and responsibilities so that they can guide the process of aligning the business or company's operations to the objectives and mission of the company. Responsibilities also help in defining the objectives of the group during the workshop. An effective group provides a platform that favors the participation of all the attendants of the workshop process.

3 TEAM FORMATION AND DEVELOPMENT

There are stages a group passes through during the process of finding a solution to the problem a company faces. Timothy M. Franz describes the Tuckman's theory of group development as the most effective technique. He explains the five groups of development; there are five stages of group development, forming, storming, norming, performing and adjourning. The first step involves introduction of the group members where they get to know one another. New members get the opportunity to acclimatize with the existing group members and environment. During this first stage, the group members define their tasks and objectives as well as identifying the challenges they are likely to face. In most cases you will find the group members focused on their behavior instead of the whole group behavior.

The second stage, storming, generally involves identifying the conflicting issues among the members and the company they are discussing. This stage is characterized with unpleasant arguments and increased group conflict. The group at this stage may be divided on the issues to be discussed as some may be overlapping their roles. The differences that the members experience during this stage are resolved during the third stage, norming. The members start to understand one another and learn the weaknesses and strengths of the ideas that are tabled by different members. They are therefore able to appreciate the contributions and ideas of other participants.

Performing is the fourth stage and it is characterized by the good communication among the participants of the groups due to the improved understanding of one another. The group can therefore be able to solve the conflicting issues that affect the subject company and ensure that the solutions arrived at are sustainable. Adjourning is the final stage which aims at making the group intact. This stage is focused at productivity and effectiveness of the company's activities. At this stage the group should be in a position to provide a conclusive solution to put an end to the problem that a company faces. Since that group attendance is multidisciplinary, the solution arrived at covers all the areas of the issue affecting the company and is addressed.

4 CONCLUSION

Group dynamics is considered the most important property in finding the most effective solution to the issues a company faces. The process a group engages in is purposely for enhancing the performance of the company in their market and addressing the needs of the customers. The group's function is to provide ways of addressing the customer needs with the existing resources the company has. Leadership of the group affects the processes the group undertakes during addressing the issues affecting the subject company.

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