




REMOTE TEAM MATTERS

Developing **Virtual Teams**
in a complex world

How will we work tomorrow? And what can you do to prepare?



The world of work is increasingly migrating into the virtual space. This is a trend with impact on teams and organisations as well as on individuals. New, collaborative ways of working are required. With more and more contact now taking place virtually and asynchronously, it is a challenge for individuals to feel a sense of belonging, and to build the trust which is so vital to productive working relationships.

A challenge, yes. But also an opportunity. Many companies are making use of the trend, and are going more virtual. But they are also scouting for ways to engage actively with their talented professionals in the virtual space, give them the support they need, and empower them to perform to the best of their ability. We have the solution to this challenge: **ViTeam**.

The best of all worlds – team development in the cloud

The idea of ViTeam is to offer inspiring experiences to teams, using the conditions of the virtual space in a creative way. **A key principle of ViTeam is working with stories.** Guided by our consultants, the team develops a story that takes a current organisational challenge – a project, for instance – as its starting point and weaves it into an exciting narrative such as a mystery or hero's journey.

The participants are actors in their story, and assume their roles temporarily, in a safe, virtual space. The learning experience takes place on two levels: first, through self-directed experiment and learning in the cloud, and secondly by guided reflection. Our consultants accompany the team on their journey with steers and interventions to frame the team processes and help the team members accomplish their objectives.

“Locusts, industrial espionage and creativity as a weapon” practical example:

We accompanied an R&D project team for three months. The client’s focus was team-building, cross-cultural understanding, leadership and cooperation in a virtual working environment. Here is the story we developed and implemented:

In an international company in the food industry, two teams are vying for a crucial breakthrough in product development. One team is researching at head office. The other, meanwhile, is dispersed across different locations. With travel budgets cut to zero to save money, the decentralised team under its unconventional leader Thorsten is forced to relocate its activities to the cloud.


This team is going through an exciting process, engaging in high-powered, fast-moving activity. Internal conflicts, vexations of technology, information leaks and takeover rumours keep tension levels high. Yet not only do Thorsten and his colleagues overcome their challenges. Having made skilful use of collaborative media, they also gain the decisive edge over their in-house competition.



Evaluation – outcomes

The summing-up revealed a number of success points that could be transferred to the real-life project. It was found that **some team members had greater affinity than others to digital media, and these capabilities were deployed productively.** Trust was established, and team identity reinforced. “Thorsten” was able to clarify his leadership. The team became more perceptive and aware, and more open to cultural differences.





Boarding time –
who can benefit from **ViTeam**?

Our team development is designed for teams that collaborate nationally or internationally in the virtual space and wish to address the impacts of this style of working: the lack of personal contact, rapidly changing work contexts, and the dynamic complexity of working life with its accelerated flow of information and communication.

Innovative approach –
with a wealth of benefits

How ViTeam delivers practicable, sustainable value to team development:

- ★ **ViTeam** is the only approach that allows teams to learn within a virtual space, and specifically creates a sense of community.
- ★ Work is self-directed, with participants addressing topics that matter to them.
- ★ A key part of the learning experience is acquiring skills in and using modern social and collaborative media. The company's existing technical infrastructure is incorporated.
- ★ Focused support is provided on aspects such as leadership, feedback, trust, authenticity, team dynamics and intercultural understanding.
- ★ Participants log in when they can – and get down to work right away. That means:
No travel costs.
No days lost.
Reduced CO₂ emissions.

The consultants



Stephan Orths

Consultant for change management, several years of management experience as an engineer in industry, co-author of a book on cross-cultural teams and an international study on the success factors of virtual teamwork.



Bert Bormann

Consultant for organisational development, with an eye for systems and people. An expert in 360° feedback, employee and customer surveys, and the art of using comparative images to convey the meaning of figures for organisations.



Ilona Bernhart

Consultant for leadership and communication, with many years of experience working in and leading international teams. Interested in personality and what drives people.



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