



The Significance of Long-Lived Teams

A true Team is a cohesive unit of experts who do their respective jobs in complimentary fashion with respect to one other, resulting in growing proficiency and mastery over time. A group of SMEs unfamiliar with one another being assembled to execute a project isn't a Team but a working group. Over time, this cohort may storm, will eventually norm, and finally perform. Hence it is critical that Teams not be disbanded upon completion of a project and its members not be reallocated to new projects. This would be senselessly recreating the wheel from project to project. A performing Team is priceless and must be long-lived – or “kept intact” in other



words. The time it takes for a group to become a high-performing Team is significant and losing this chemistry and precision is not only a cost but also a loss of significant value added. For optimum long-term results, don't bring individuals to projects but bring projects to Teams.