

*guide to your inner landscape*

**Case study: Team Merger**



QED GROUP

## Case study: Team Merger

### Introduction

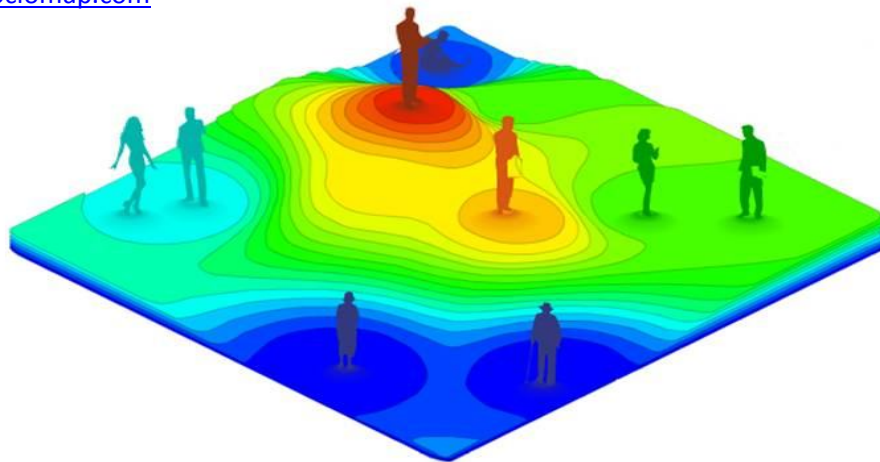
Team Sociomapping has been widely used by our clients to resolve teamwork-related issues, improve performance and track and support changes. This case study shows how Team Sociomapping can be leveraged to **improve communication within a team that has been merged together from two different departments or teams.**

Quite often, different teams are merged together with the goal of improving overall performance or saving resources. However, it is essential these teams merge correctly in order to help them overcome the initial problems of distrust and unfamiliarity of new colleagues. After this, the team will be able to work and cooperate effectively under the direction of a new team leader. It is important to set rules of communication within the team effectively in order to avoid problems from unclear responsibilities and tasks for individual team members. If there is no will to communicate between original teams, two separate groups that are incapable of effective communication may evolve, and most of their time and energy will be wasted on basic communication needs instead of on effective, high-quality work.

#### ABOUT TEAM SOCIOMAPPING

Team Sociomapping is a toolkit comprised of 1) a **visualization method**, which builds on the metaphor of a landscape to show a team's interactions in an easy-to-read way and 2) a **team coaching approach**, integrating 360°-like feedback for both training and team-building. Through visualizing data in the form of a sociomap, it provides a new data-driven way to constructively address and facilitate team development.

Visit [team.sociomap.com](http://team.sociomap.com)



## Case example



### Client context and team description

The client was a large international financial institution. Half a year before the Sociomapping analysis, two teams were merged: the legal department with the compliance department. The head of the legal department has become the head of the new team, and the head of the compliance department has simultaneously become the new head's subordinate.



### Main issues and the approach

The new team was facing two main problems: 1) **team mergence and establishing effective communication**; and 2) the **position of the head of the new department**. One of the key elements to successfully overcoming these obstacles within a team is establishing effective communication channels within the team, which are then adopted and used by individual team members. However, it can be difficult because the previous separate teams might be used to communicating in different ways that are now impossible to implement in the new conditions.

Therefore, the team has repeatedly used Team Sociomapping in regards to two primary areas of focus: 1) **frequency** of communication between each team member, actual as well as optimal; and 2) **effectiveness** of communication, which is measured as quality of communication weighted by its importance. Another necessary part of the Team Sociomapping analysis has been a development workshop, where results were presented to the team and action plans for solving and improving the situation were adopted.



### Results

Analysis of the frequency of communication pinpointed the fact that half a year after its mergence, the team didn't form an integrated group, but on the contrary formed two separate groups distant in their level of mutual communication, as shown in the sociomap below. Outstanding is also the marginal position of head of the team, Fred.

#### Sociomaps show 2 main types of information:



**Height (elevation):** expressed mainly through the color scale (blue to red). Here, it shows on average how actively each team-member communicates.



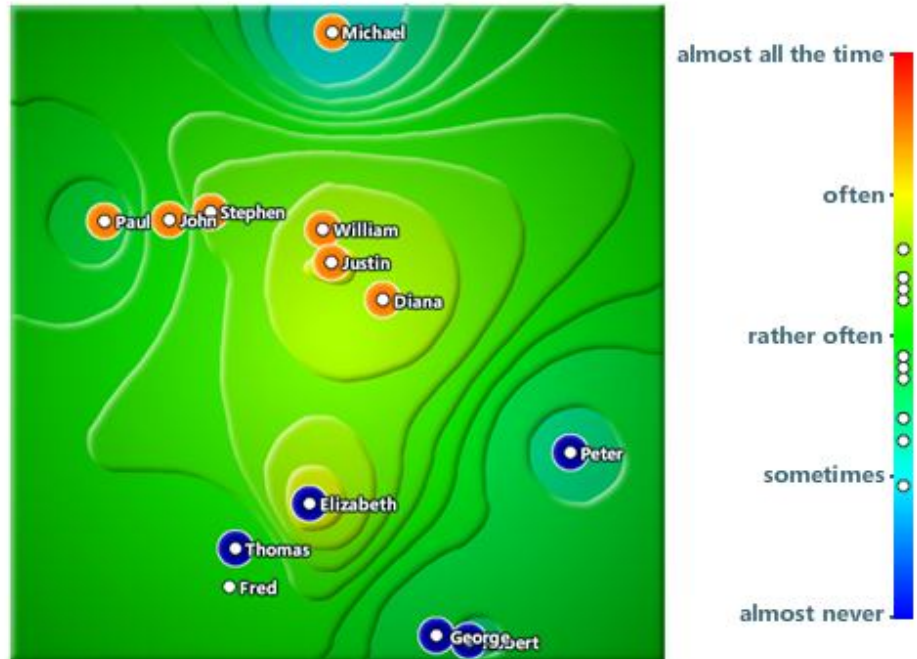
**Distance:** Distance between individuals illustrates the intensity of mutual communication.

### CURRENT FREQUENCY OF COMMUNICATION

 Average frequency of current work-related communication

 Current frequency of work-related communication

-  Legal
-  Compliance



The sociomap of optimal frequency of communication shows that the groups formed from members of their original teams and are still distant in the optimal frequency of communication. However, there are mutual demands for an increased frequency of communication between individual members of both groups (black arrows), which also appeared later in personal comments.

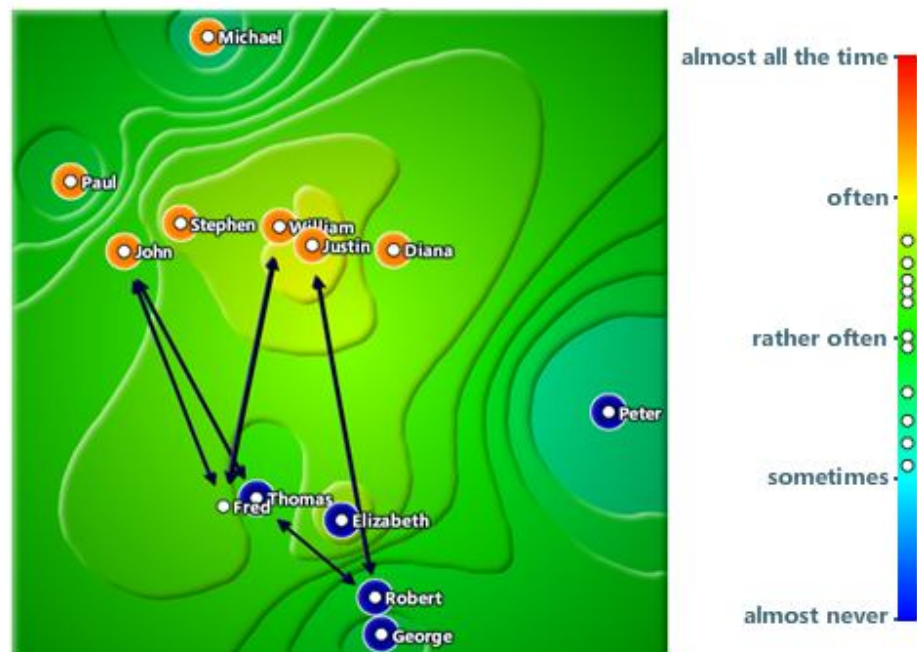
### OPTIMAL FREQUENCY OF COMMUNICATION - AS DESIRED BY OTHERS

 Average frequency of optimal work-related communication (as desired by others)

 Frequency of optimal work-related communication

 Mutual request to increase the frequency of communication.

-  Legal
-  Compliance



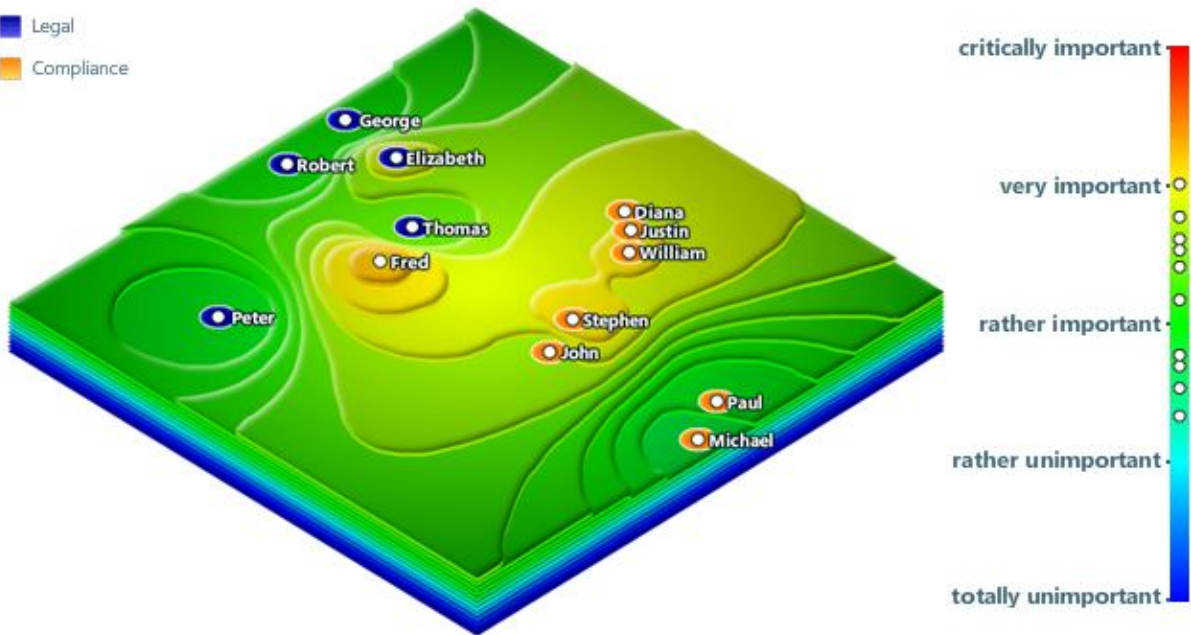
Sociomapping analysis of the importance and effectiveness of communication showed two important facts: Fred's quality of communication did not respond to its importance at all and thus Fred stands in the worst position on the sociomap for effectiveness of communication. Again, the sociomap also pinpointed the mutual demand for an increased effectiveness of communication.

### IMPORTANCE OF COMMUNICATION

 Average importance of work-related communication

 Importance of work-related communication

- Legal
- Compliance



### EFFECTIVENESS OF COMMUNICATION

 Average effectiveness of communication (quality of communication weighted by its importance)

 Importance of work-related communication

- Request to increase the effectiveness of communication.
- Legal
- Compliance



Team Sociomapping analysis of communication showed that the lately formed team had problems with frequency and effectiveness of communication, especially between the original teams that were merged. Formal and informal relationships within the team didn't correspond to the wishes and demands of its members; the team wasn't perceived as a unit within the whole company. Problematic was also the position of Fred, who was criticized for ineffective communication (especially from the former compliance department), inaccessibility in crucial situations, bad time management, ineffective leadership in meetings, and low interest in team events.

Sociomapping analysis helped the team understand the problem in a more specific and concrete way and also to adopt processes necessary for its elimination, by remitting and naming the above mentioned problems. A unique feature of Team Sociomapping is the ability to display the results in a clear and understandable visual form, which helps individual team members personally identify with the results. During the workshop, team members adopted concrete steps leading to the improvement of communication between the groups, learned how to share information and specific tasks, and also developed better informal relationships with one other.

To learn more visit [team.sociomap.com](http://team.sociomap.com) or contact us at [team-sociomapping@gedgroup.eu](mailto:team-sociomapping@gedgroup.eu)



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**Team Sociomapping** Home - Team Sociomapping

- How does it work?
- Who is it for?
- When to use it?
- Why to use it?

**Team Sociomapping®**

Sociomapping® is a new toolkit for **team development** and **team coaching**. It transforms figures and numbers into image called sociomap. As implied by its name, the method uses the **metaphor of a landscape** to illustrate and clearly visualize data.

Sociomapping monitors **important aspects of relationships among individuals**, such as the stability of these relationships (frequency of internal conflicts and disputes), communication flows, or weaknesses in the social system structure.

**Sociomap of Optimal Communication**

**News:**

**SOCIOMAPPING IN SPACE RESEARCH**

Sociomapping is used in the international experiment MARS-500 which main part began on the 3th June in Moscow. This experiment is focused on simulation of manned flight to Mars. For more information visit the project website [www.mars500.cz/en/](http://www.mars500.cz/en/)

**FIRST PROJECTS IN NETHERLANDS**

New Service Providers in [Netherlands](#) and [Austria](#) and first Team Sociomapping projects in Netherlands were successfully executed