

More about mda's Coalition Building Programme

Benefit: This programme will ensure that you get maximum advantage out of your investment in bringing people together - perhaps from many places, disciplines and cultures - for short-term project.

Introduction: With the changes in business practice - globalisation, the Internet, downsizing, etc. - there is a perceptible change in the dynamics of groups formed to address issues and problems. In the old paradigm, "teams" would be formed to address the issues at hand, and these teams worked on a model which was characterised by the mantra, "forming, storming, norming, performing".

What mda is finding with many of its larger clients is that, in the current business climate, this paradigm no longer applies. mda has discarded the word "team" and is now calling the group in the new paradigm a "coalition". (A coalition is defined in the OED as "a *temporary* alliance for combined action."). The difference is that:

- the coalition is convened to deal with a *specific* problem
- the coalition is brought together for a short time, *and a short time only*
- if the problem is not solved in the time, the coalition will disperse - no second chances to use that talent
- they are from many different backgrounds, but are usually senior, used to autonomy - and expensive

This paradigm requires an entirely different set of skills to traditional team-building to maximise the coalition's effectiveness.

Purpose: To ensure that the talent and brainpower concentrated in the coalition is appropriately released against the task, thus maximising return on your investment.

That is what this workshop is about. It deals with three key issues:

- Selecting the members who will make up the coalition
- Briefing them

- Creating the right environment to maximise problem solving.

For: Leaders in any organisation where the norm is increasingly the need to solve problems with ad hoc task forces.

Duration: One day

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http://www.mdapac.com/send_brief.html