

FIVE KEYS FOR TEAM SUCCESS

What makes a perfectly functional business team? In 2012, Google launched “Project Aristotle” to answer that question. Google’s People Analytics division began with the premise that success depended on “who” was on the team.

The data revealed something different. How a team behaves is much more important than who is on the team. Teams that adopt and follow rules about how to interact and behave will be more successful than teams that don’t.

Here’s Project Aristotle’s five keys to success that will help you build and lead a cohesive, collaborative, and high performing team.

1. **Structure and clarity:** Everyone on the team needs to understand his or her role and the team’s objectives. Goals should be clear, motivating, and achievable.
2. **Impact:** Members of successful teams believe their group’s work is important and they share a vision of what success looks like.
3. **Meaningful:** Individuals must find personal satisfaction in their job and feel that their contribution is critical to the team’s success.
4. **Dependability:** Team members should be able to depend on one another to work towards success. The group needs to believe that all members are focused and will consistently deliver high quality work.
5. **Psychological safety:** The single greatest contributor to a group’s success is creating a safe environment that fosters a sense of togetherness and encourages members to speak up. Everyone should participate equally and fellow team members encouraged to actively listen. By welcoming new ideas, the team becomes more innovative, collaborative, and stronger than a group of individual super-stars.

Google spent years researching how to create the perfect team. By applying their five key principles, you will be on your way to building and leading a highly productive, successful team.