

# How Team Building Helps the Bottom Line

**Birdieball® Golf Team Building Games, Events and Consultants** can give your company the following benefits:

- Boost employee morale
- Improve communications skills
- Develop conflict resolution skills
- Have fun together
- Enhance creative problem solving
- Help teams work together more effectively
- Develop management's leadership skills
- Increase team efficiency
- Help employees get to know one another better
- Get your group motivated and energized towards company goals.
- Improve customer service through better understanding of customers.
- Improve sales by understanding how to communicate with customers.



**Birdieball® Golf Team Building tailors each event to the needs of your business.** Pick and choose the topics most important to your success, and we will design your event for maximum benefit in those areas.

**Teams are at the very foundation of organizational effectiveness.** They work best with mutual trust and a common commitment to goals. Teams are more effective than individuals because they have more talent and experience, more diversity of resources, and greater operating flexibility. Research throughout the last decade has shown the superiority of group decision-making over that of even the brightest individual in the group. The exception to the rule is when the group lacks harmony or the ability to cooperate. Then decision-making quality and speed suffer.

**Successful teams must work together** wholeheartedly, not just apply the principles of effective task processes. Vanessa Urch Druskat and Steven B. Wolff (Harvard Business Review, March 2001) identified three conditions essential to a group's effectiveness. They are: trust among members, a sense of group identity and a sense of group efficacy. Group identity is the feeling among members that they belong to a unique and worthwhile group. Group efficacy is the belief that the team can perform well and that group members are more effective working-together than apart.

**20 to 30 percent of business performance depends on people feeling good about working** at a company. According to Daniel Goleman in "Primal Leadership" (2002) the link between climate and business performance has been reaffirmed by new research that spans a range of industries. For every 1 percent improvement in the service climate, there's a 2 percent increase in revenue. Workers who feel upbeat will go the extra mile to please customers, both internal and external, and therefore improve the bottom line.