

The research project

Business



Factors Affecting Group Productivity Affiliation Factors Affecting Group Productivity Various factors have been demonstrated to affect the effectiveness of the group and performance of a team. Among these factors are group's cohesion, individual conformation of members to the standards of the group, norms and roles the group adopts and agrees to function by, intensity and level of conflict and competition, and the competence and style of the group's leadership (Hunziker et al., 2011).

Cohesiveness

Cohesiveness means the act of sticking together. Teams or groups are cohesive when it can be demonstrated that participants identify themselves with the group's membership. By identification, the group members are proud to be associated with the group, are willing to inform people from the outside that they are participants of the group, and perceive the goals and purpose that the team or the group pursues as their own.

Cohesive teams or groups have minimal turnover in membership. A group becomes more cohesive when it can maintain the core members for a long time compared to a group with high member turnover. Participant's membership detainment may translate to satisfaction in the group. It shows that the members value the association, are receiving benefits from group's participation, and have invested money or time significantly in the group (Hunziker et al., 2011). When a group is cohesive, there is effective attainment of goals, high quality and quantity of communication and the group exerts significant influence over its members.

Conformity

Conformity, defined as going along, is demonstrated when members neglect a particular position opposed to other team or group members to the

advantage of the view of the majority. The abandonment, also called conforming, can happen due to a variety of reasons including emotional or logical persuasion, time constraints, perceiving that continued argument is futile and coercion. If members of the group conform to group's greater benefits, then the group's potentials are reached with minimal resistance (Hunziker et al., 2011).

Reference

Hunziker, S., Johansson, A. C., Tschan, F., Semmer, N. K., Rock, L., Howell, M. D., & Marsch, S. (2011). Teamwork and leadership in cardiopulmonary resuscitation. *Journal of the American College of Cardiology*, 57(24), 2381–2388.