



Motivation - Von der Gruppe zum Team (German Edition)

Jens Magenheimer

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Fachbuch aus dem Jahr 2009 im Fachbereich BWL - Personal und Organisation, , Sprache: Deutsch, Abstract: Preisdruck und Veränderungswettbewerb dominieren in vielen Branchen. Um sich diesen Konkurrenzkämpfen erfolgreich zu stellen, sollten Manager die Produkte und Dienstleistungen ihrer Unternehmen stärker differenzieren als bisher.

Gerade in dieser Zeit ist es wichtig, dass man als Team auftritt und nicht als Gruppe aus Einzelkämpfern. Mehr oder weniger schaffen Sie durch Bildung eines Teams enormen Mehrwert für das Unternehmen. Das Team arbeitet nicht nur an einem gemeinsamen Ziel, sondern die einzelnen Teammitglieder pushen sich gegenseitig zu Höchstleistungen. Durch die Teamarbeit können sich auch ganz neue strategische und produktspezifische Aspekte entwickeln.

Jedoch ist die Entwicklung von der Gruppe zum Team nicht einfach. Dieses Pamphlet soll dem Leser einerseits den Entwicklungsweg von der Gruppe zum Team aufweisen und andererseits Anregungspunkte zur eigenen Umsetzung im Unternehmen geben. Als einen Schwerpunkt wird auf das Führen nach Zielen, d.h. Management-by-Objectives eingegangen und die Grundform aufgezeigt.

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