

## TEAM IDENTITY EXERCISE

FOR OUR FINAL EXERCISE, it is important to understand who we really are. What are the things that will make us successful here and what will cause us to flounder. I like to think of this exercise to be analogous with cilantro, pineapple on pizza, or black licorice. As you read this, I'm sure you're either licking your lips or feeling sick to your stomach. I, for one, am absolutely the latter.

For the team's identity, we first ask our group what the behavioural must-haves are, and what the non-starters are. That is, what do we need to exemplify to be successful and what should we stay away from.

For a fantastic identity piece from our friends at Arc'teryx, [please see this short video.](#)

**STEP 1:** Ask the team *'What behaviours do we need to exemplify to be successful here?'*  
Record all answers (up to 15) on a whiteboard

*Example:* End each conversation with a 'thank you'

**STEP 2:** Majority wins. Keep the top three behaviours and must-haves and eliminate the rest

**STEP 3:** Ask the team *'What doesn't work here? What do we not tolerate?'*

*Example:* Take longer than 48 hours to respond to an email

**STEP 4:** Majority wins again! Keep the most popular three and eliminate the rest.

**STEP 5:** Take all six (three must-haves and three non-starters) and elaborate on each.

*Example:* Here on example team, we reply to emails in 48 hours. We know that a request from a team member is very important and if we are unable to respond fast enough and haven't given warning or an Out Of Office notice on our email, that there may be consequences. We work fast here and constant communication with team members is vital.