



รหัสวิชา MTM3202 การสร้างเครือข่ายทางธุรกิจ
Business Network Buildings

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Group Dynamics

★ **Group Dynamics**

- ↳ The characteristics and processes that affect how a group or team functions.
- ↳ Group size affects how a group performs.

Group Dynamics

Members of **small groups** tend to:

1. interact more with each other and find it easier to **coordinate** their efforts
2. be more motivated, **satisfied**, and omitted
3. find it easier to **share information**
4. be better able to see the importance of their personal contributions for **group success**

Group Dynamics

★ Division of labor

↳ splitting the work to be performed into particular tasks and assigning tasks to individual workers



Group Roles

★ **Group Role**

↳ A set of behaviors and tasks that a group member is expected to perform because of his position in the group

★ **Role making**

↳ taking the initiative to modify an assigned role by assuming additional responsibilities

Stages of Group Development

★ **Forming**

↳ Group members get to know each other and reach common understanding.

★ **Storming**

↳ Group members experience conflict and disagreements because some members do not wish to submit to the demands of other group members.

Stages of Group Development

★ **Norming**

↳ Close ties and consensus begin to develop between group members.

★ **Performing**

↳ The real work of the group gets accomplished.

★ **Adjourning**

↳ Group is dispersed.

↳ Takes place when a group completes a finished product.

Discussion Question

Which stage is most important in group development?

- A. Forming
- B. Storming
- C. Norming
- D. Performing
- E. Adjourning