

STUDY ON THE APPLICATION OF TEAMBUILDING ACTIVITIES IN A PRIVATE COMPANY

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Abstract: *The aim of the project refers to the application of a product package teambuilding, on a group of individuals within an insurance company in order to improve driving skills with an intellectuals and organizational implications. Based survey questionnaire was applied to both: employees and insurance company manager, being sample we want to participate in a three day teambuilding program. After an eight following responses, we designed the proposed activities. After participating at the teambuilding activities, the company has received a number of competences as follows: develop communication skills, networking group, increased group cohesion, creativity and innovation, fair assessment of resources, group synergy, self improvement, fun and entertainment, emotional intelligence, etc.. All these skills offered the company an increased performance within the organization.*

Key words: *teambuilding, sports, SWOT analysis.*

1. Introduction

Teambuilding - The (training team spirit) is called “a form of education recently published in the panoply of educational resources, training personal qualities necessary for any modern man. In fact, the purpose and results of special education exceeds the strict sense of the idea of teambuilding (ie only the training team spirit), they cover the whole range of attitudes formation necessary for a man responsible, civilized, for a effectively with his peers “ [1].

Method is used in teambuilding, play indoor and outdoor, in a variety of forms. At the end of the training, participants will be able to:

- to know and understand behaviors and team objectives;
- to provide constructive feedback;
- create strong relationships within the team;
- contribute to the short and medium term to create / strengthen the company's values.

“Team building is not subordinated strict neither to the didactic or sporting activities or training courses to employees or classical relationships by communication meetings, although it borrows from all these, some means and methods of learning and assessment”. [3].

Specialized teambuilding programs is based on experimental learning, whereby learning is effective when people act, talk about what I get and the means to be taken,

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compares and analyzes, develop strategies, test and discover for themselves the reality and practicality of knowledge acquired in this way and are not just passive recipients have knowledge transmitted [2], [4].

It is known that the most lasting way to learn is that the subject lived phenomenon and not just seen or heard.

Education aimed at changing attitudes teambuilding participants and their personal development, for the purpose of acquiring new useful skills and personal qualities.

Purpose of educational activities, but also the everyday practice is for the team to become more efficient, i.e. to achieve higher performance in the following areas: fulfilling the tasks for which it was created; - members' satisfaction (and improving mental health); - viability (probability of still exists, not fall apart).

2. Statement of problem

2.1. Research purposes

The aim of the project refers to the application of a set of products team - building, on a group of individuals within insurance companies to improve the skills of intellectually, mentally and physically.

2.2. Research hypothesis

We believe that the implementation and enforcement programs for team - building applied to individuals in an insurance company, will improve a range of skills in terms of communication, teamwork, flexibility, adaptability, creativity and increase exercise capacity them.

2.3. Research tasks

The application and use of packages team - building for a period of three days with different activities, both sporting and

outdoor creative conducted in a mountain area. Initiating a product team - building in the Bran - Moeciu - Râşnov Keys is a tool increasingly required to prevent or remedy the failures that can monitor shows some level (team-work, communication, creativity, innovation, flexibility, cohesion etc.), leading in time to lower turnover and even failure of the company. Develop packages teambuilding activities from requests required [5]. Compliance and customize the program for each client.

3. Presentation of the proposed project management

Resources used human:

- 2 trainers the company hired experienced staff team buildingu -'s mountain and beyond.
- submission of tenders and a possible guide consultation activities and then choosing the desired packages insurance company members want this team building.
- guide for all activities that will participate in all activities;
- minibus driver.

Materials resources:

- a minibus provided by the company hired for team - building.
- helmets, ropes, harnesses booster, carabiners, etc..
- maps (maps for tourist orientation and selected areas), camera, equipment to various activities (ticorui, numbered vests, bandanas, whistles, balls, etc.).

Budget:

Distribution of the activities:

The project budget is to calculate the following variables: distance, duration, number of people, valued costs, costs of external services, equipment wear, equipment rental costs [6], [7].

The proposed activities

Table 1

TEAM BUILDING PROGRAM ACTIVITIES PROPOSED	
PACKAGE 1	
1. Team activities - Indoor building Objective: - innovation and creativity, imagination	
PACKAGE 2	
1. Business team - building in the park Outdoor Râșnov Objective: - Challenge, personal knowledge and overcoming limits	
PACKAGE 3	
1. Business team - building Outdoor Adventure Park Brașov Objective: Defeat of fears, teamwork, cooperation, leadership, 2. Activitate team - building outdoor carried Objective: adventure, fun.	

Budget 3-day Teambuilding activities

Table 2

Nr. crt.	PHASE PROJECT	REVENUES	EXPENDITURES
1	Move Mountain Round - trip Pitești - Brașov intermediate movements		2000 Ron
2	Accommodation and meals 2 days Grădiștei		50.000 Ron
3	Valuing work organizers		2.524 Ron
	Depreciation own equipment		6.000 Ron
	The cost of the 3 packages offered team building		
	Price - first package Friday		1100 Ron
	Price - the second pack Saturday		1500 Ron
	Price - the third package Sunday		704 + 6610 = 7314 Ron
	Total 3 packages of team building 9.914 ron		
4	Payment of 2 trainers		1500 Ron
TOTAL PRICE OF THIS TRAVEL SUPPORTED BY INSURANCE COMPANIES - 21988 RON			

3.1. The experimental research results.

Ways of promoting a product of team building

- Creating a very well structured site containing a concrete presentation as consulting firm: it must have presented:
- Mission;
- vision services companies;
- no. Employees, Cv, labor market experience as a company, experience trainers, etc..
- goals and objectives;
- Presentation of stuff for assessing the need for companies / clients;
- Consulting;
- Promotion in newspapers

- Create flyers and posters about the company and about the areas that can be expandable proposed activity.
- Publication of books, CDs, DVDs, etc. [7], [8].

3.2. Swot analysis results for projects

Strengths

- The program is considered successful, both in terms of dynamics and activity of mentally and intellectually.
- team activities - building proposed for this project complied with all requirements and wishes Intuit customers.
- Personnel working in the company is well prepared, with skills both in terms of teaching, education and sports.
- The staff consists of young people aged 25-35 years.
- They have skills in communication and information transfer.
- Good transparency in conveying information about the various problems that may arise: unpolluted natural environment professional integrity.
- Application in the company of modern management techniques.
- The company has a 20-person minibus provides transport group operating in selected locations, are also an important source of income.

Weaknesses

- Poor promote the media, Radio, Internet activities team building programs offered.
- Economic Crisis
- Tourism infrastructure is underdeveloped.
- The precarious narrow range of activities, the organization proposes in an organized manner.
- Rent material necessary for carrying out service costs increase, risking the loss of major customers.

- Activities tourism marketing and destination management insufficiently developed - the lack of a network of information centers and tourism promotion and tourist information points in tourist areas of interest.
- Reduced number and lack of integrated thematic tourism routes.
- Lack of enhancement of specific architectural monuments by design.
- Insufficient development and recreational use of the infrastructure.

Opportunities

- European funding that can be accessed based development programs.
- Ability to develop new products such as: providing personalized training and individual organizational development, designed to create performance through leadership, performance management and organizational change.
- Development of packages of team - building own brand, good value for money.
- Increasing product portfolio as market demand.
- restoration / renovation / rehabilitation sightseeing specific to the Bran - Moeciu-Râşnoavei keys for cultural and historical heritage and tourist valorisation them.
- Good perspective in exploiting mountain throughout the year, thus creating the possibility of practicing sports activities team building and more.
- Funding opportunities for tourism by public funds.
- Existence of Tourism Development Master Plan in Romania [9].

Threats

Low involvement of local authorities in developing mountain tourism, and the possibilities of team building activities due to lack of experience.

Lack of recreation as well as standards used abroad to have access to children to adults. The emergence of new competitors.

- economic instability.
- road infrastructure.

Possible negative publicity.

- Failure to acknowledge the role of the introduction of quality management in the tourism sector.
- “Slighting” team-building activity from potential beneficiary organizations, amid a weak organizational culture - on the grounds that this is just a waste of time and money.

Lack of adequate infrastructure for the development of mountain teambuilding activities.

4. Conclusions

Following this analysis, we can say that the purpose and hypothesis from which we started were confirmed. This statement is supported by a number of conclusions that have been drawn from the work as follows:

There is no generally valid formula for making successful teambuilding dedicated top management. It is important that trainers and facilitators are well trained and skilled, and the clients companies are able to correctly identify the problems they intend to proceed. First steps related to clarifying expectations, objectives and business context. If we understand these things very well, chances are we can build a successful program.

Top management should define open the expectations they have as a result of course attendance and teamwork problems faced.

Training consultant firm is the person who will analyze the problem faced by the customer and, depending on the concrete situation, find ways to address and resolve as accurate and objective.

In terms of locations where activities are organized, current market trends

teambuilding activities can practice offers both indoor and outdoor, and practice is based on both concepts and to analyze performances but also offer a feedback at the end of the process.

Teambuilding site enables employees to firms, companies, public or private companies, to participate in a range of activities, trainings, in order to develop personal skills both socially and intellectually.

Teambuilding can offer a wide range of activities with implications in different fields of activity such as: - mountain teambuilding, team - building in business, counseling, personal development, sales management, negotiation and communication, etc...

Following the participation of employees in such activities team - building with different themes and objectives, the company has a number of powers as follows: communication skills, networking group, increased group cohesion, creativity and innovation, fair assessment of resources the synergy of the group, overcoming the defeat of fear, amusement and fun, emotional intelligence, etc. These skills merely give the company a performance within the organization.

Desires a manager in a company should refer to:

- Identify strengths and weaknesses for improvement in your team?
- You create professional relationships strong and healthy?
- Increase trust and support among employees?
- Reduce conflict and stress at work?
- Determines your employees better aware of belonging and loyalty to the company?

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