



Area: Pay Attention

Title: What's Going On?

Objective: Identify internal and external trends that are/will impact the group.

Set Up: The longer groups work together the more they can become disconnected with external groups and processes. In studies done by professors at MIT Sloan School of Management, groups that had been together the longest reported lower levels of communications and were significantly more isolated from external sources of ideas and technological advances and from information within other organizational divisions. (Kouzes and Posner, The Leadership Challenge, 4th edition)

Discussion: The group leader asks the following questions to encourage discussion about current/future trends that the group needs to pay attention to in order to better serve their customers/clients.

- What is happening today in the group/organization that is impacting this team's work?
- What is happening today in the group/organization that could impact this team's work in the future?
- What is happening in the community that is impacting our group/organization?
- What can we do to proactively anticipate upcoming trends?
- How can we stay connected with our key customers and business partners so that we are better informed about upcoming changes?