



COLLEGE OF BUSINESS
LAMAR UNIVERSITYTM
MBA

MGMT 5313

Team Leadership

Notebook

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Name: _____

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Semester: _____

WEEK 3: Clarify Purpose

VIDEO ASSIGNMENT: *Copa Airlines*

What clear and compelling purpose did the leaders at Copa create?

The purpose of the leaders at cooperation was to create an on-time arrival awareness to their passengers. This results from the inspiration gained from other airlines, and the Copa airline also needs to emulate them. The leaders say that the on-time arrival goal is like a religion to them, and they ought to meditate upon it day and night. Upon achievement of the goal, they say that the vendors will cheer for them, and in reverse, the leaders would celebrate the vendors.

What was the impact?

The on-time arrival's impact is that the flight's departure will also be on time, and arrival to the required destination is on time.

What happened when everyone at Copa became clear on the company's compelling purpose?

Before implementing the goal, the leaders just used to do their jobs, but afterward, they are doing whatever it takes for the company to achieve its goal of the time arrival.

Copa has standards that employees committed to. Why were employees committed to adhering to the standards and operating procedures?

The employees of Copa airlines are committed to adhering to the standards and operating procedures simply because every person's effort that is put in allows the company's goals, values, and visions to be real. Also, the leaders' adherence helps every leader know that everyone's effort contributes a great deal to the company's goal.

What did you learn that you can apply immediately?

Whatever lesson to be taken from the leaders is to know the purpose of doing whatever you are doing, not only doing it for the sake of doing it. In other words, one should have the set goals to propel him or her forward in achieving the goals.

VIDEO ASSIGNMENT: *Jobs to Be Done*

What is the difference between a “job to be done” and a functional description of your team?

Job to be done and functional development of a team is the main purpose of the designed thing individual or an organization that suits whoever may require it. On the other hand, the functional development of a team is the function that is not at all relevant to the consumer, but they are kept there.

What does it mean to be “hired” to do something?

To be hired to do something is doing the job knowing very well that the customer will compensate for them. Otherwise, no one would do the job as expected of him or her. And here is where people miss the job's concept to be done simply because they don't identify the purpose of doing that job.

VIDEO ASSIGNMENT: *Your Money Making Model*

In the video, Ram Charan says that every leader must be able to answer three questions. What are they?

The three questions that a leader must answer are first; what is the organization's money-making model? Secondly, is how does my team contribute to the money-making model? Thirdly is, does everyone on my team know the answers to the first two questions?

OTHER WEEK 3 ASSIGNMENTS

Watch Simon Sinek in Top Ten Video Link. What question would you ask your work group to help you communicate purpose? How will this change the way you think about your work in the future?

The question to communicate purpose is, why do you do it? This deploys the purpose to be achieved by whatever work is doing. This is evident when Simon says that people don't buy what a person does but buys why that person does it. Since what a person does develops one's beliefs, I think it would develop my work. But from the tutorial, it makes me know that why the person does his work makes one plan his work in the future.

Watch Jeff Bezos. What is the difference between Gifts and Choices. What gifts do you have? What consequences "endings" would signify that you are making the right choices in your life?

According to Jeff Bezos, the difference between gifts and choices is that gifts are easy, while the choices are hard. The gift that I have has a brain, which means I am clever. The endings that signify making the right choices in your life include; following your passion in life, being original, choosing a life of service and adventure, following your conviction, apologize when one is wrong, being relentless when it's tough, being a builder instead of being arsenic and being kind instead of being clever at the expense of others.

For your team, complete a job to be done analyzer (*Refer to page 36 participant manual*)

JOB TO BE DONE ANALYZER

Determination of my job to be done

Who are your team's most important customers? My team's most important customers are internal customers.

What is your customers' most important goal? To ensure consistency in purchasing our products.

What specific job are your customers hiring your team to do? Delivering their products at their destinations.

For your team, complete a strategic link analyzer (*Refer to page 38 participant manual*).

STRATEGIC LINK ANALYZER

What are your organization's mission and strategy? The mission of my organization is to improve on the innovative skills.

What is your boss's most important goal? The most important goal of a boss is to provide high-quality products to the customers.

How does your team directly support the two preceding questions? Through cooperation and improvement in their research skills.

For your team, complete money-making model analyzer (*Refer to page 40 participant manual*).

Building block: How the team impacts the building block

Cash generation: The team plays a major role in the attraction of the customers hence generating more cash from there.

Profit margins: The team members can implement new money-making models, which boosts the profit margin a great deal.

For your team, create a team purpose statement in the given space below.
(Refer to the supplied template on page 44 in the participant manual)

TEAM PURPOSE STATEMENT

We serve our product dealers by delivering the bought products to their destination to help them achieve their business goal of reducing the cost of delivering their products and give the organizations financial/resource model through encouraging them to be our frequent buyers, which improves our profit margin and also maintain our good relationship.

Give an example of an organization that has clear purpose. Identify the four needs of this organization. 1. Survival (financial health—BODY). 2. Growth and Development (economic growth, customer growth, innovation of products and services, increasing professional and institutional competency—MIND).3. Relationships (strong synergy, strong external networks and partnering, teamwork, trust, caring, valuing differences—HEART). 4. Meaning, integrity and contribution (serving and lifting all stakeholders, customers, suppliers, employees and their families, communities, society, making a difference in the world—SPIRIT). How can your organization model this example?

An example of a company is the General Electric Company's financial health; the company has large stocks and carries out several aviation, power renewable business activities, among others. These activities make the company financially stable. The company's growth and development have many innovative skills that enhance the job to be done to their customers and provide them quality products. The company has great teamwork strength since it has many activities to succeed with the employees' teamwork. The General Electric Company depicts its integrity to its employees through the production of a quality product. The only tactic to learn from General Electric is innovation, which enhances a job to be done by providing quality products.

How does the appropriate team feedback and involvement help others to align with team purpose?

The team feedback or response to various activities helps the team focus on the main purpose the team was meant for and enhance a job to be done well achieved without hiring activities.