

GROUP DYNAMICS (BUSINESS MANAGEMENT)

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GROUP DYNAMICS

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- ‘Dynamic’ word derived from Greek language, which means force or pleasure.
- There is something common among the group members which binds the persons with the group and inspires the members to exchange their thoughts with each other. It creates pleasure among them.
- Group members behaves under the influence of this pleasure which becomes group behaviour and organisational behaviour.

GROUP DYNAMICS

➤ H. Bonar:

‘The interactions among the group members, which are for increasing or decreasing mutual co-operation, completion or clash, are called group dynamics.’

➤ John Newstrom:

‘Group dynamics is such a social process, through which people personally inter-act in small groups.’

TYPES OF GROUPS

A. Formal groups –

The different group created as per functions and policy of the organisation structure are formal groups.

For example, group of departmental heads, sales group etc.

TYPES OF GROUPS

B. Primary groups:

Number of members are limited in the primary groups. So they can personally contact each other. Direct communication constantly continues among them.

they are~ Friends, family, group of neighbours etc.

TYPES OF GROUPS

C. Task groups:

These groups are created for accomplishing a particular task of organisation. These groups are also known as groups.

D. Interest Groups:

When the aims of persons is common, then they create group due to common aim or common interest.

TYPES OF GROUPS

E. Reference groups:

These groups are created only when they are holding common values, trends, standards.

For example, group of advocates, group of doctors etc.

TYPES OF GROUPS

F. Open and Closed Groups:

If members are going and coming and if the members are changing, then its called open groups.

Where the numbers of members are limited and there is prohibition in coming and going of members then it is called closed groups.

TYPES OF GROUPS

1. Formal groups
2. Primary groups
3. Task groups
4. Interest groups
5. Reference groups
6. Open and closed groups

INFORMAL GROUPS

these type of groups are emerged from individual requirements, interactions or attraction towards each other to stay together.

Such groups are not formally created, but emerges by their own.

One of the forms of these groups are friendship groups, in which the members meet each other informally.

CHARACTERISTICS OF INFORMAL GROUPS

1. Commonness
2. Satisfaction
3. Voluntary creation
4. Belief
5. Informal leadership
6. No control of management
7. Several groups
8. Exchange of details
9. Outcome of interaction

FIVE STAGES OF GROUP DEVELOPMENT

- **Forming**
- **Storming**
- **Norming**
- **Performing**
- **Adjourning**

FORMING

- **Definition:** groups are generally new groups that are learning how to work together
- **Characteristics:** Members tend to be tentative and polite and to have little conflict
- **Critical skills and activities:** groups need to identify their purpose, develop group norms, identify group processes, define roles, build relationships and trust
- **Role of facilitator/leader:** groups usually need a strong leader who can help the group go through its forming activities

STORMING

- **Definition:** groups have moved past the early forming stages and are now encountering some disagreements and/or conflict.
- **Group characteristics:** Members of groups tend to exhibit increased conflict, less conformity and “jockeying” for power.
- **Critical skills and activities:** groups need to learn how to resolve conflict; clarify their roles, power, and structure; and build consensus through re-visiting purpose.
- **Role of leader(s):** groups need leaders and other group members who are willing to identify issues and resolve conflict.

NORMING

- **Definition:** groups have successfully moved out of the storming stage and are ready to move to a higher level of communication and problem solving.
- **Group characteristics:** Members of groups demonstrate an improved ability to complete tasks, solve problems, resolve conflict.
- **Critical skills and activities:** groups need to learn to engage in more sophisticated problem-solving and decision-making, and take greater levels of responsibility for their roles.
- **Role of leader(s):** Leaders become less directive, group members feel empowered, and multiple leaders emerge.

PERFORMING

Definition: groups are at the highest level of performance and can process their strengths and weaknesses while accomplishing their goals.

Group characteristics: The group takes a flexible approach to roles and structures. It can evaluate its effectiveness and views conflict as an opportunity. groups tend to be energetic, creative, and fun!

Critical skills and activities: groups hold high expectations for their performance. They often use sub-groups as well as the large group for decision-making. groups recognize the need to ensure that all members are in agreement.

Role of Leader: It's often difficult to identify the leader, because everyone is sharing in leadership.

ADJOURNING

- **Definition:** The task is completed. The group may cease to exist.
- **Group Characteristics:** It may be a relief for some and difficult for others who do not want to leave a successful experience.
- **Critical skills and activities:** Review what has been accomplished and move on to a new task.
- **Role of Leader:** Guide group to use the information learned in new situations