M@GIC ™

WHAT IS M@GIC?

M@gic is an assessment tool based on Bruce W. Tuckman research concerning team development. It helps a team and his/her manager identify its maturity level and determine concrete collective or individual actions and behaviours in order to develop or reinforce the team cohesiveness and coherence for better results.

As management systems emphasize more and more individual performance and because globalization spreads teams in different locations with cross cultural issues, M@gic brings specific insights to managers and team members to know how to better perform as a team and deliver successfull business results.

This tool is easy to integrate in a team building process and helps the consultant to target the right actions and activities that will increase team cohesion according to its current level of maturity. Any kind of team will benefit from this process: M@gic will help executive committees to overcome struggles for power; Project teams will be more quickly efficient and will avoid more easily project pitfalls…

Reassessment also allows one to measure the progress made and identify what is left to do. M@gic certification session includes all the know how and the materials needed to master the tool and propose also proven team building activities that fit the level of maturity of the team that you need to make progress.

CASE STUDY - GEHIS

◆ SITUATION

GEHIS is an IT company developing and maintaining software's leaded by an executive committee of 7 people. 50% of these top managers are recent in their jobs. The committee is experiencing frequent conflicts between different members affecting the quality of the meetings. Moreover the bad relationships between some top managers impacts on the cross functionnal relationships for all employees. The CEO, despite his good leadership competencies and after many unsuccessful initiatives, feels devoid of solutions. The **Persona** GLOBAL office in France is choosen by the CEO to help him to develop the Executive committee efficiency and develop a strong team spirit that should disseminate within all the company.

◆ COURSE OF ACTION

Individual interviews are conducted by a senior consultant with all the executive committee members. Moreover, a Magic survey is launched for three key reasons:

1. Help the team to react by facing a strong/true feedback on the way it works and dysfunction.

2. Get an initial measurement at the beginning of the mission that will be compared with an other once it will be finished.

3. Help the consultant to select the right activities that will compose the team building process and run them in the right order.

The result of the Magic survey is presented to the team during a first 2 days session. It allows each individual to develop its awareness about what there are producing as a group and how far they are from their potential.

The rest of the workshop is composed both of games to help people understand the impact of some of their behaviors and discussions about their mission, values and objectives. Two others one day workshops are performed during the four following months.

◆ RESULTS OF GEHIS CASE STUDY

The executive committee has reached in less than 6 months the performing stage (as assessed by the second magic survey). Meetings are efficient, conflicts have been transformed in constructive discussions and these top managers speaks now with one voice when they leave the meetings.

Cross functional relationships between the bottom line have significantly progressed. The CEO has requested to the consultant to perform the same kind of team building workshops using Magic to diffuse the same dynamic within the company.

M@GIC BENEFITS FOR MANAGEMENT PROFESSIONALS

- ACTIONNABLE: M@GIC includes 7 stages for the development of a team where the Tuckman model is only based on 5 stages. Being more precise allows M@GIC to determine specific actions for improving the team's maturity.

- EASY-TO-ADMINSITER: The M@GIC questionnaire with its 49 concrete items is quick to answer by respondents. The sophisticated computer program delivers not only clear and visual results but also pertinent analysis and recommendations

- RESULT ORIENTED: M@GIC measurement is directly linked with the team efficiency level. The reiteration of magic allows to demonstrate the quality of the work which have been done with a group.

- COMPREHENSIVE: The M@GIC model is both simple and sophisticated. Everyone quickly understands at which stage his team belongs and what are the consequences but also knows what the team could gain by being at the next stage.

Persona GLOBAL