



Building a Team Identity Using the 4 C's: Clarity, Commitment, Contribution, and Concerns

The only resources you need to begin establishing a team identity is time, energy, and intention. Remember, it all starts with a conversation. If you want to establish a team identity, you have to give your team an opportunity to openly discuss the 4 C's of a Team Identity: clarity, commitment, contribution, and concerns.

4 C's of Team Identity:

1. Clarity –

- a. Clarify the team's mission and vision. If you do not have a team mission and vision, have your team collaborate and create them.
- b. For specific projects, clarify the goals, timelines, etc. that the team needs to function.
- c. Also, clarify each team member's level of authority in relation to individual projects.

2. Commitment –

- a. Identify the commitment level of your team members.
- b. Encourage commitment by showing your own. Tell your team why it (or the project) is important to you and to the team as a whole.
- c. Have each team member answer these questions:
 - i. Why is this team (or project) important to you?
 - ii. What do you hope to gain as a member of this team?

3. Contribution –

- a. Determine the strengths and weaknesses of your team.
- b. Have your team members each answer these questions:
 - i. What specific skills, knowledge, and/or expertise do you bring to this team (or project)?
 - ii. What do you think your role is on this team (or project)?
- c. Rather than immediately delegating tasks, let your team suggest assignments based on their potential contributions.

4. Concerns –

- a. Make sure you give your team members an opportunity to voice their concerns, comments, and/or questions.
- b. This is the time to ask the following questions:
 - i. Do you have any concerns about working on the team, the current project, or the team itself?
 - ii. What could we, as a team, improve on?