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?