

WHAT'S OUR NAME? LOGO? SLOGAN?

OBJECTIVES

To create team identity.
To allow team members the opportunity to develop productive working relationships.



MATERIAL REQUIRED

Flip chart paper and markers for each group.

PROCEDURE

Lead the team in brainstorming ideas for a team name. Limit the time allowed to 5 minutes.

Upon completion of the game, save the name (and logo and slogan, if developed) and attempt to use it consciously at work in the future.

DISCUSSION QUESTIONS

1. How did you select your team name? Logo? Slogan? What criteria did you use to complete each of those three tasks?
2. How do you now feel about your team? Will it be more successful in its future tasks? Will it be personally satisfying to work in it?
3. What is the value of spending some time creating team identity? What is the cost?

IF YOU HAVE MORE TIME

Ask the team to develop a graphic logo (trademark) that will usefully portray who and what they are to the rest of the world. Allow 10 minutes for this activity, and then ask the