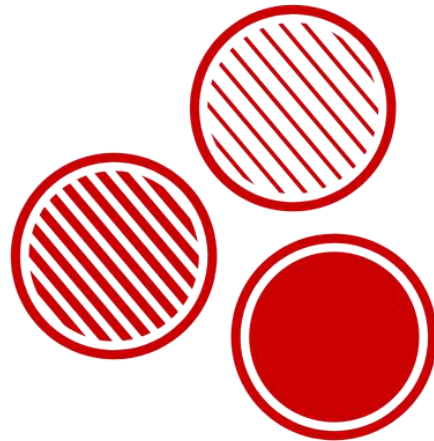


THREE WHAT'S



Successful Teams

What

We looked at successful teams from different walks of life. We wanted to step outside the familiar sources to find examples of teams who had made an enduring difference, who had changed what we believed, the way we think or behave. By going beyond the obvious we discovered new dimensions to team success.

So What?

The idea of a team fascinates. Being part of a successful team is one of the most rewarding human experiences. Finding out more about them is as close as most of us will get. We loved discovering the secrets of successful teams from military, sports and adventure models – the well documented cases - but we placed more significance on finding out about teams who made scientific breakthroughs, defined a generation through the arts or who created life changing technology.

Now What?

We call our model E-PRIME. It suggests that really successful teams do more than operate courageously, accumulate results or stretch physical limits. They have an existential dimension. Their legacy goes beyond the ordinary. So:

- Existential** – team members exercise powerful choice
- Purposeful** – purpose directs performance
- Responsible** – each member has role clarity
- Iterative** – innovation arises from constant review
- Mutual** – we benefit from and trust each other
- Expectant** – we exhibit winning behaviours



Teams exist to achieve agreed goals and fulfil a purpose. Our *E-Teams* go beyond that and create change.

Read our ThreeWhats Successful Teams Playbook to find out what we learned from analysing more than 40 successful teams from very different walks of life.