



Module 1: Leading Groups and Teams (Managerial Communication)

James S. O'Rourke, Bonnie T. Yarbrough

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Most communication texts cover "how" to write and present. This second edition of LEADING GROUPS AND TEAMS goes beyond the "how" and takes you into the "why" of communication in a business setting, teaching you to apply an understanding of that "why" in the case format. This module addresses two of the most important functions a manager performs: putting together effective teams and creating conditions for the team's success. This text describes the major theories of group formation and group functioning and explains how to create, lead, and manage teams. A unique team communication model describes strengths and weaknesses in group and team organization, as well as the resources and strategies needed to achieve group success. This text reviews the latest research on small group and team interaction and offers practical advice on managing projects, handling intrateam conflict, and improving results. It contains group and team worksheets, progress reports, sample reporting instruments, as well as classroom discussion questions and case studies.

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