



## S-420 Unit 2: Team Identity

### Summary:

To encourage students to bond as teams and understand the value of creating a team identity.

### Objectives:

Students will be able to:

- Describe the benefits of establishing a team identity.
- Establish a team identity.

### Unit at a Glance:

Topics	Method	Duration
Benefits of Having a Team Identity	Presentation	10 Minutes
Why is Team Identity Important?	Presentation	10 Minutes
Creating a Team Identity	Presentation	10 Minutes
Team Identity	Group Activity	30 Minutes
<b>Total Unit Duration</b>		<b>1 Hour</b>

### Materials:

- Pre-course work:
  - *Leading in the Wildland Fire Service*, PMS 494-2, <https://www.nwcg.gov/publications/494-2>.
- Ability to display images and video on large screen.
- White board or easel access for group breakout.

# Unit 2: Team Identity

## Slide 1



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### Slide 2

### Objectives

Students will be able to:

- Describe the benefits of establishing a team identity.
- Establish a team identity.

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- Review unit objectives.

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#### Benefits of Having a Team Identity

- **What is team identity?**
  - Team identity refers to the individual team members' positive attitude toward and sense of connectedness with their team.
- **Why is team identity important?**
  - Having a team identity sets the stage for team trust, collaboration, and coordination.

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### Discussion

- ❑ Discuss with students how team identity contributes to the level of connectedness someone feels towards the team. One difference between a group and a team is that the team has established a team identity. Tie this back to Unit 1, Team Development discussion regarding the difference between a group and a team.

### Question: What are other examples of the importance of team identity?

*Answer: Gives people a sense of belonging.*

*Answer: Can bring clarity to the team's purpose.*

*Answer: Help the team re-focus efforts.*

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#### Creating a Team Identity

- It does not happen automatically.
- It takes effort to develop the trust, communicate the values, and ensure communication is open and inclusive.

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- A team mission statement, vision statement, logo, and name help establish a team's identity. Share examples from existing Incident Management Teams (IMTs).

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#### A Team's Mission Statement

- Communicates the team's purpose.
- Describes:
  - What do we do?
  - How do we do it?
  - When do we do it?
  - For whom do we do it?

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- The mission may be symbolized in a logo and it is certainly included in the expectations for personnel and administration.

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### A Team's Vision Statement

- Communicates the team's direction or where the team wants to go.
- Values can be included in the team's vision statement.
- Successful organizations often develop their mission and vision statement and then develop a strategic plan to achieve the mission.
- Developing a team logo and name helps the team develop their own identity.

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- Share examples of an organization's mission and vision statement.

### Discussion

- As a team member, why do you care if the team has a team identity?
- A team is comprised of individuals with different education, training, and experience.
- Discuss how these diverse backgrounds lead to a more effective team and contribute to team identity.
- Connect to the *Leading in the Wildland Fire Service*, PMS 494-2, <https://www.nwcg.gov/publications/494-2> pre-course work.
- What does having a mission and vision statement have to do with fire management? (The mission and vision statement communicate to others what the team does and where the team is going. It helps the team in having a common operating picture. The team doesn't want it as wall art.)

### Exercise: Team Identity

*Purpose:* To experience establishing a team identity.

#### Note to Instructor

This activity will be introduced on Day 1 and teams will most likely need to get together after class on Day 1 to continue working on the team identity. Their work will be presented on Day 2.

#### Day 1 (30 minutes)

- Instruct teams on creating their team identity:
  - Develop a mission statement, vision statement, logo, and name that is professional and portrays the image they have agreed upon as a team.
  - Emphasize the importance of this exercise and that the “team identify” each team develops will remain with the team throughout the week.

#### Day 2 (30 minutes)

- Ask teams to present their team identity and facilitate a class discussion (30 minutes).

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- Ask each team:
  - What did their team do first (mission, vision, name, or logo)?
  - What stage of team development did they go through during this exercise? Did they have conflict? (Don't avoid the Storming stage, just move through it quickly.)
  - How did this activity help them as a team? How did this activity help them as an individual?

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### Objectives

Students will be able to:

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Review unit objectives.