

## **Excellent Communication**

Communication is the source of cooperation. One of the primary motives for companies to implement teams is that team-based organizations are more responsive and move faster. A team, or the organization in which it resides, cannot shift faster than it communicates. Fast, clear, accurate communication is a trademark of high levels of team performance. Such teams have mastered the art of straight talk; there is little wasted activity from misunderstanding and confusion. The team understands that effective communication is instrumental to thinking collectively and finding team solutions. They approach communication with intentionality. They talk about communication a lot and put significant effort into keeping it strong and improving it.