Chapter XX

Team Building

Team building as a whole is generally looked at as a non-essential or a waste of time. In most teams, it is just ignored. In others, varying degrees of effort are made to build a sense of camaraderie. These range from exchanging digital photographs of each other to playing interactive games.

Photographs

One of the easiest ways to pull a team closer is to have them exchange digital photographs of each other. Associating a face to a voice on the phone helps individuals build an image of the person they are dealing with and makes the person real. Ways that we’ve seen photographs enhance the virtual experience include the following:

- **Visual organization charts** – Rather than publishing a document containing names in boxes connected by lines on a chart, we’ve created and seen charts that replace each of the boxes with photographs. This is most helpful for team members and people working with the team, but we’ve found that it adds almost no value when shared with a general audience who is not working directly with the team.
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