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2 CHALLENGES OF ENGAGING WITH A BUSINESS OWNER

2.1 Description

Upon initial meeting with Scenegraph Studios CEO, Dr David Tully, it was clear he had a great deal of work that he desired us to accomplish. From the brief the team agreed some of what was requested was unattainable due to time and resource limitations, however, throughout the process Dr Tully remained steadfast on his requests due to the beneficial outcomes his company would gain. From the start the challenges were clear. There was limited information coming from Dr Tully in regard to the sector of industry his company operates within, and this combined with the minimal knowledge the team of, the lack communication the team received, both factors made it difficult for the team to go ahead with set tasks.

Throughout the process, Dr Tully insisted that his company's products and services were exclusive to the industry sector. This meant when questioned, we as the team received somewhat repetitive responses and were therefore provided with minimal additional information to utilise. This was a slight hindrance, that often prevented the team from being able to proceed with the tasks along our schedule. However as time progressed, the team worked hard to ensure work was being completed and targets were being achieved.

A 2018 study outlined in Harvard Business Review revealed that CEO's work an average of 9.7 hours per weekday (Berger, 2018). Although, the team had already taken major consideration to Dr Tully's commitments to his business and appreciated him dedicating his time to Liverpool John Moore's University and specifically his collaboration with this project, it became apparent his involvement was becoming less frequent. With poor communication comes low morale (Grossman, 2016).

2.2 Feelings

At the beginning of the process there were mixed feelings of anticipation and excitement. With no team members having previously worked with a business owner it was pleasing to be trusted to assist in achieving a business' goals. Gratification and a sense of accomplishment were common feelings throughout.

Upon meeting face to face with Dr Tully, our preconceptions were not met, CEO's are often portrayed to be greedy, rude or self-centred (Aceto, 2012) fortunately, this was not the case within Scenegraph Studios. Dr Tully was easy-going, yet quite engaging. He spoke to us in a familiar fashion which made us feel comfortable with him and the

3.2 Feelings

At first in the storming stage it was marginally awkward, quickly this feeling passed having briefly introduced ourselves to one another and having completed our team profile during this forming stage gave us a positive insight into the upcoming weeks with how the team can complete work effectively and efficiently. Fortunately, the team already seemed to be working well together and were inspired to achieve our goals; we were excited to be working with a live business case and felt hopeful about the upcoming weeks ahead. Although no team member knew greatly about the sector of the business it seemed a challenge, nevertheless, as a team we were determined to accomplish what possible of what we were asked.

Over the 12 weeks a wide range of feelings were experienced, from excitement to disappointment, to being optimistic to unhappiness from frustration. Disagreements within the team became present around week 3, excuses were being made and no shows, both without a sincere apology, left other members of the group feel irritated. The mutual feelings of vexation were caused mostly due to breaching the contract where each individual had stated what behavioural, specific or qualitative agreements they would work on in order for the team to advance (Ball, N.D).

As a naturally introverted individual, occasionally it is difficult talking to relatively new people - when this can appear as though I am standoffish, or it may come across as being rude or indifferent.

When the time came to piece work together, there was an element that another member of the team and myself had been tasked to do collaboratively. As we progressed with this piece of work, I felt a lack of cooperation and support from my team member. Due to having a non-confrontational manner, I often found difficult to challenge this team member on the quality of their portion of their work. This was another breach of the contract, and at this time feelings of being let down and disrespected were experienced. As stated by Dubrin (2011) 'showing respect for team members is a general technique for building teamwork'.

The team had continued in the performing stage until around week 8, we were confident and familiar with the project to feel we didn't need supervision, but after speaking to a university advisor the work came to a standstill when we were recommended to evaluate what the team had done, what we should have done and what we need to do. Having