

The Jamming

Dragan Z. Milosevic, Peerasit Patanakul, and Sabin Srivannaboon

I. PROBLEM AND SOLUTION

Problem: Is the jamming approach an effective strategy? What are its advantage and disadvantages?

II. EXECUTIVE SUMMARY

Two scenarios were mentioned in the case. In the first scenario, an executive five-member team was made to manage a small yet global company. The team was spread across various countries but have weekly teleconferences and every month were gathered together to participate in every discussion. They didn't experience various activities together but they shared the same business values, goals, etc. This made them a well-jammed multicultural team. Meanwhile, a team composed of a German, an American, a Mexican, and that was not unified at first became unified ever than before. They were able to completely understand each other's differences that may including their culture and project management style. It also showed an effective jamming approach. By definition, the Jamming approach is a strategy that proposes the project manager and the counterpart improvise to convert their ideas into a pleasant scenario for their work. The key to successful jamming was when a person or group of people are capable of determining the uniqueness of a person and understanding them completely as a person. However, its design may not be applicable with all cultures and may not be subject to execution by teams composed of members that are not highly competent and the intensity of culture may result in higher risk than any other unilateral strategy. However, its plasticity may be such a great asset to multicultural project managers that many of them view it as ideal in the development of a culturally responsive project management strategy.

III. BRIEF SUMMARY

The case mentioned two scenarios that would relate to the Jamming approach. In the first scenario, an executive five-member team was made to manage a small yet global company. The team was spread across various countries like Finland, Denmark, Sweden, and England since they can select their preferred country to live in. Regardless of their language differences, they use the English language whenever they held a weekly teleconference. Meanwhile, every month they were gathered together in one of the company's divisional headquarters and spent the next day with the managers. Also, they were asked to participate in every discussion so that they would not consume time to interact every day. They didn't undergo various activities to strengthen their relationship with each other but they shared the same business values, goals, etc. This made them a well-jammed multicultural team. Moving on to the second scenario, a team that was assigned to make a product development project for a small high-tech company was not united as one. They often experience difficulties in every phase of the project. However, a German, an American, a Mexican, and a Macedonian looked as unified as any other group. As they continued to work together they were able to acquire a deep understanding of each other's differences that may include their culture and project management style. As they came to understand each other, it came up to the point that they completely embraced the habits of each other. They may have encountered difficulties at first,