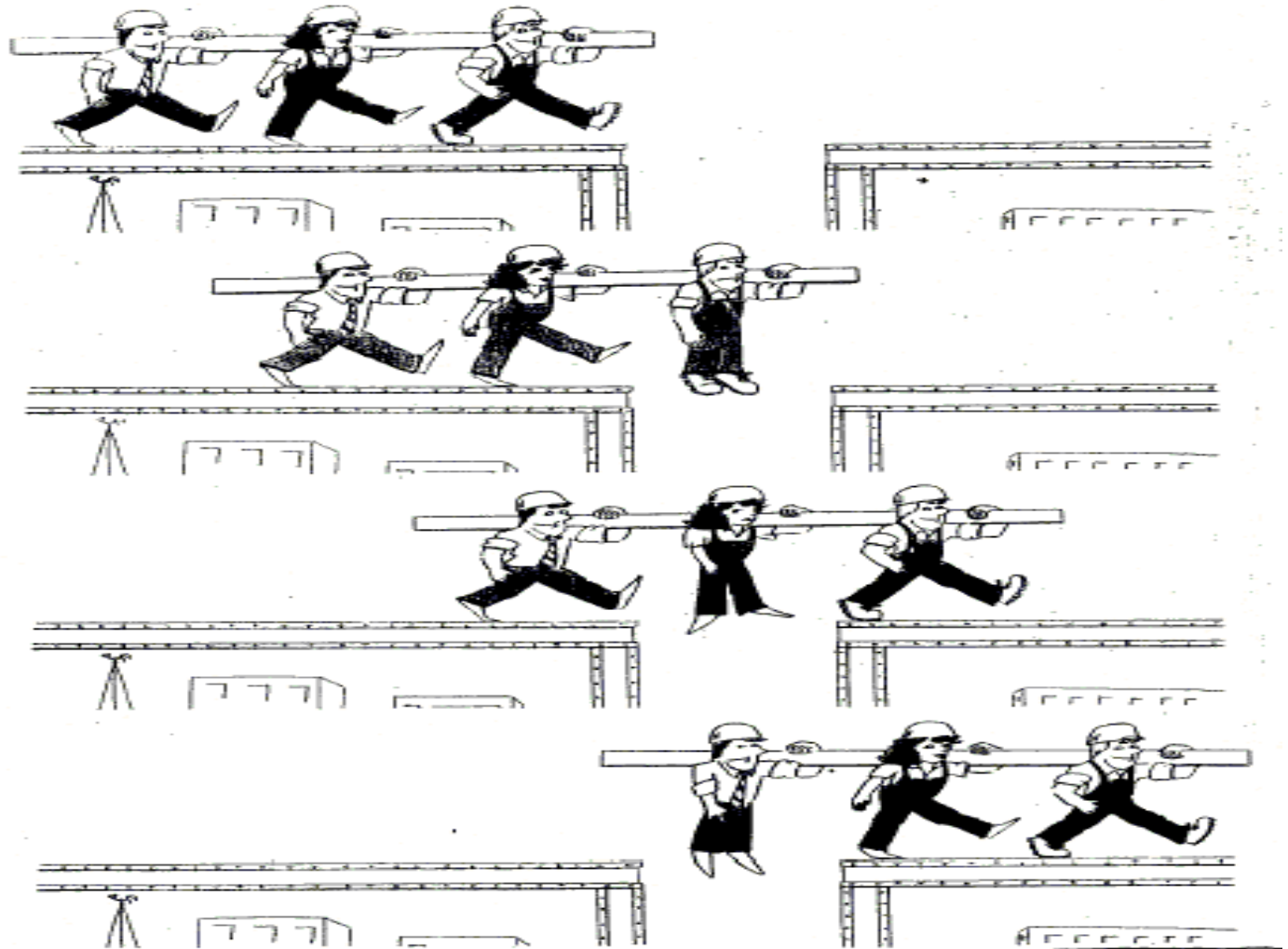


جان سی مکسول



۱۷ اصل کار تیمی



1. The law of Significance

برای رسیدن به هدف، یک نفر تعداد کمی است

- ✓ Teamwork is the heart of great achievement
- ✓ Teams involve more people, thus affording more resources, ideas, and energy
- ✓ Teams benefit from multiple perspectives

2. The law of the Big Picture

هدف بسیار مهمتر از نقش است

1. Look at the big picture. People on a team will work together only if they see what they're working toward
2. Size up the situation
3. Line up the needed resources
4. Call up the right players
5. Give up personal agendas
6. Step up to a higher level

3. The law of the Niche

هر بازیگری در یک جایگاه ویژه، بیشترین ارزش را خلق می کند

- Wrong person in the wrong place = Regression
- Wrong person in the right place = Frustration
- Right person in the wrong place = Confusion
- Right person in the right place = Progression
- Right people in the right place = Multiplication

4. The law of the Greate Challenge (“Mount Everest”)

با افزایش چالش ها، ضرورت و نیاز به کار تیمی افزایش می یابد

Type of Challenge	Type of Team Required
New Challenge	Creative Team
Controversial Challenge	United Team
Changing Challenge	Fast and Flexible Team
Unpleasant Challenge	Motivated Team
Diversified Challenge	Complementary Team
Long-Term Challenge	Determined Team
Everest-Sized Challenge	Experienced Team

5. The law of the Chain

قدرت تیم از ضعیف ترین حلقه آسیب می بیند

1. Not everyone will take the journey
2. Not everyone should take the journey
3. Not everyone can take the journey



6. The law of the Catalyst

همیشه نقش آفرینانی هستند که کارها را به سرانجام می رسانند

1. People who don't want the ball. They can't take high-pressure situations
2. People who want the ball but shouldn't
3. People who want the ball and should

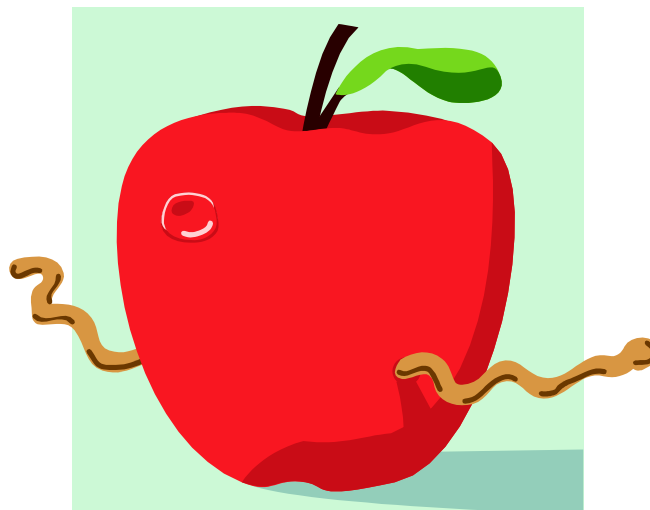
7. The law of the Vision (“Compass”)

چشم انداز به اعضای تیم اعتماد به نفس و جهت می دهد



8. The law of the Bad Apple

رفتارها و نگرش های فاسد، تیم را نابود می کند



9. The law of Countability

اعضای تیم باید بتوانند در زمان ضرورت، روی هم حساب کنند

1. Develop pride in group membership
2. Convince your group that they are the best
3. Give recognition whenever possible
4. Encourage organizational mottos, names, symbols, and slogans.
5. Establish your group's worth by examining and promoting its history and values
6. Focus on the common purpose
7. Encourage people to participate in activities together outside of work

10. The law of the Price tag

زمانی که تیم هزینه ای نپردازد، به توان واقعی خود نمی رسد

1. The price must be paid by everyone
2. The price must be paid all the time
3. The price increases if the team wants to improve, change, or keep winning
4. The price never decreases



11. The law of the Scoreboard

زمانی که تیم از جایگاهش آگاه باشد، می تواند خود را با تغییرات
تطبیق دهد

1. The scoreboard is essential to understanding. It provides a snapshot of the game at any given time.
2. The scoreboard is essential to evaluating
3. The scoreboard is essential to decision making
4. The scoreboard is essential to adjusting
5. The scoreboard is essential to winning



12. The law of the Bench

تیم های بزرگ عمق بیشتری دارند

1. Today's bench players may be tomorrow's stars
2. The success of a supporting player can multiply the success of a starter
3. There are more bench players than starters
4. A bench player placed correctly will at times be more valuable than a starter
5. A strong bench player gives the leader more options
6. The bench is usually called upon at critical times for the team

13. The law of Identity

ارزش های مشترک تیم را تعریف می کند

- ☐ Glue
- ☐ A Foundation
- ☐ A ruler
- ☐ A Compass
- ☐ A Magnet
- ☐ An Identity



14. The law of Communication

تعامل موثر محرک عمل است

1. From leader to teammates. Be consistent. Be clear. Be courteous.
2. From teammates to leader. People should be able to disagree openly but With respect.
3. Among teammates. Be supportive. Stay current. Be vulnerable.
4. Between the team and the public. Be receptive, responsive, and realistic.

15. The law of the Edge

تفاوت میان دو تیم با قابلیت های مشابه، رهبری آنان است

16. The law of High Morale

زمانی که تیم برنده باشد، هیچ چیزی به آن آسیب نمی زند

1. High morale is the great exaggerator
2. High morale is the great elevator
3. High morale is the great energizer
4. High morale is the great eliminator
5. High morale is the great emancipator

17. The law of Dividends

سرمایه گذاری مدام در تیم