

**The use of the Communicube in team building.**  
**Dr John Casson**

"I found myself one day with a team whose members were utterly demoralised, angry, miserable, hopeless and alienated from senior managers whose policies and style of management they found destructive. They started the day with a depressing recitation of awfulness. One of their members had got a new job and others wished they could leave. Indeed many said that this was the worst they had ever known things in years of work.

I introduced the Communicube. Interestingly immediately the buttons appeared the mood lightened. I identified the Communicube with the organisation they worked in. Choosing a button to represent themselves, team members placed it into the structure, talking about the team dynamics and the organisation. The mood continued to lighten as they told each other how they valued each other. Then I introduced the toy animals to represent the issues the team needed to confront. The mood went up further with gales of laughter as they chose dinosaurs and dolphins, donkeys and crocodiles. I asked them to talk about the issues and flip chart them. Then I produced the semi-precious stones and told them these represented the strengths and positive qualities that either individuals had, or the team had, to help them cope and to place these in the structure too.

By now it was clear they were much more lively and at the end of the morning they said how much better they were feeling. We went on to do further work in the afternoon during which they formulated plans to take control of their situation as far as they could and assert themselves as a whole team with senior managers. It really was a very clear demonstration of the value of the Communicube in this context.

"The team that plays together stays together"