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PERFORMING: SUCCESSFUL  
COMMUNICATION IN GROUPS AND TEAMS  
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Successful Communication in Groups And Teams

# FORMING STORMING NORMING PERFORMING

Donald B. Egolf, Ph.D.

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## About the Author

Donald B. Egolf, Ph.d. is an associate professor of communication at the University of Pittsburgh where he teaches courses in interpersonal, nonverbal, and small group communication, and graduate courses in communication pathologies, communication research, and cyber communication. He has presented and published extensively in these areas.

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The purpose of this book is to provide an introduction to Group and Team Communication. Emphasis is placed on giving readers guidelines for becoming successful communicators in groups and teams. Specific emphasis is placed on these topics as they relate to group and team communication: basic information, verbal and nonverbal communication, listening, conflict, problem solving, presentations, leadership, computer-mediated discussions, and performance evaluations.

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## Most helpful customer reviews

1 of 1 people found the following review helpful.

Communication and the real World

By Jessica L. Thompson

Upon completion and thorough study of this book by Dr. Egolf, I found it to be well written. The book explored all aspects of small group and team communication. It left little room for question, and the book covered the performance part of a group in great detail. The book also, extensively discusses how problems within a group are the focus point. The detail provided behind the focus of problems gives the readers a whole new light on how to approach problem solving in small group setting. The book is also put together in a chronological order with great supporting real life examples. Any reader could relate themselves to this book in a number of ways. The examples provided are not too wordy and they get to the point unlike many other books that talk about problem solving.

Another great chapter in the book is the nonverbal chapter. I thought the chapter was very informative and interesting. It leaves you wanting to know more about the nonverbal communication associated with groups though. I felt that this section could have been elaborated on more. It was very interesting to learn about the nonverbal interaction within groups. Bringing the idea of nonverbal communication to someone's attention really has you think about your actions in a public setting. Are we relaying the same message verbally as we are nonverbally? After reading this chapter, I now find myself playing close attention to my nonverbal action especially when I am trying to be persuasive.

If any manager or team leader needed to find an insight on managing their groups and teams most effectively this book could be your answer. It presents so many different theories from scholars of communications and relates these theories to a realistic scenario. If a group is struggling with identification or problem solving there are so many solutions within the pages of the book that you are bound to stumble upon some kind of answer to help achieve "equilibrium" as many of the theories strive to achieve.

In addition, I found the book to read very easily. Before you know it you find yourself at the end of the book. If you are going to a career where you know you will be working with team members, like sales, this book is sure page-turner. You will find so many tools to help yourself get ahead of the game and not fall into any traps. I would highly recommend this book to any person who is dedicated to bettering their communication skills in the world. Even if your career path doesn't involve teamwork or small group interaction, you will be engaged with small groups all of your life. It would be advantageous to further your skills in communication as you will learn as you read this book.

0 of 0 people found the following review helpful.

Group & Team Communication for everyone

By A Customer

Why do people form groups? What is the best way to solve a problem? What can eye movements tell me about the people I'm trying to communicate with? Pick up a copy of this book if you'd like to know the answers to these questions as well as many others dealing with small group and team communication.

Forming Storming Norming Performing presents the reader with an easy to understand, yet thorough trip through the world of small group communication. Egolf covers all the bases from a scientific standpoint, but doesn't forget that people without a Ph.D. are going to be reading it. Don't get confused, this book is no slouch by any means. Egolf delves deeply into topics from leadership roles to problem solving as well as many other facets of how small groups and teams function. Chapter 14 is especially interesting, as it deals with computer mediated communication. In an age where the Internet has been expanding the world of communication, Egolf shows how the power of technology can and will be beneficial, not to mention best used.

As a student of communication, I can honestly say that this will be one book that won't go back to the bookstore or to an underclassman at the end of the semester. Whether you are a student, professional, or just someone who wants to learn how to successfully communicate in small groups and teams...this should be an essential part of your collection or one to study before your next board meeting.

0 of 0 people found the following review helpful.

A Gem of a Book...

By ER Cohn

Many of us find ourselves spending hours, days, and even weeks serving on teams and committees. Egolf clearly dissects and illuminates the stages of the group process, so that team players can recognize, anticipate and plan for effective communication. Armed with the knowledge presented in this book, it will be ever so much easier to serve on and lead teams.

Who can benefit? This book will be an invaluable resource for those in business and the professions; college students assigned to produce group projects; citizens who serve on a jury; and even coaches of sports teams.

Egolf's text is superb--readable, current, theoretically sound, and practical. Whenever three or more people get together to achieve a common goal, the process will be far smoother if they've first digested the content in "Forming Norming Storming Perfoming."

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