CHALLENGES OF DISTRIBUTED TEAM

Welcome!

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Today's Talk

01 **Distributed Team**

02 **Requirement of Distributed Team**

03 **Distributed Team Challenges**

04 **Preventive Strategies for Challenges**

Distributed Team

Remote team or Dispersed team

Multiple Location
If team occur at Multiple Geographical Locations

Time Zone mismatch
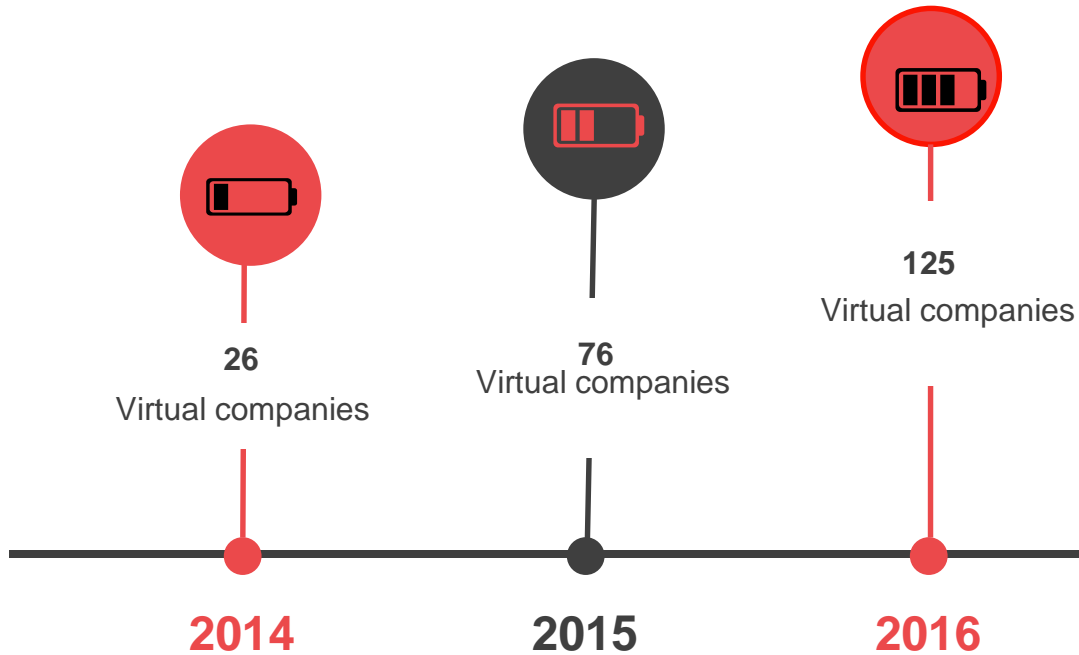Software Development effort is Distributed

Language & Culture barriers
If team members have different native Languages & belong to different Culture

Distributed Team Statistics

International level

26
Virtual companies

76
Virtual companies

125
Virtual companies

2014

2015

2016

1) **4.6 Billion people make up the global workforce**
2) **IBM , distributed team members 50% more productive than their bound counter parts.**
3) **Cisco, Annual saving of $277 millions in productivity by allowing employees to telecommute & telework**
4) **Virtual companies like Automatic,10up,worldwide101 & seeq offer six-figure salary to their employees.**

Requirement of Distributed team

Why should we need Distributed Teams?

Be More Available
24/7 Customer Support to client

Lowered Costs
Lower cost of efficient labour.In case of freelance workers,It save office Infrastructural cost

Happier Workers, More Flexibility
Attractive salary,Flexible Time and flexible Location

Wider Talent Pool
Ability to choose team members with the best skills, regardless of their location .

Distributed Team Challenges

Preventive Strategies for Challenges

Lack of In-person Interaction
Video Chat over Calls

Visibility Issues
Story sized Sections, Storyboard

Various Diversity
Culture Awareness book, article & seminar

Time Zone Mismatch
Adjust meeting timing, should feasible for everyone

Non-native Speakers
Visual, Active & Clear Communication

Lack of In-Person Interaction

Video Chat over voice Call ,Develop strong team dynamics & Promote team bonding

Lack of In-person Interaction

➢ Difficult to judge Body Language
➢ Impossible to Read Emotions
➢ Big problem for Geographically Distributed Teams
➢ People become Friends with those at the office and Sideline those are not around.

Video Chat & Connect People

➢ easy to read Facial Expressions, use tools e.g. skype
➢ Develop strong Team Dynamics
➢ Everyone Goals, Role & Tasks should clearly define
➢ Promote Team Bonding e.g. real-life meeting, virtual office tour, decorating contest, Twitter , Facebook etc.
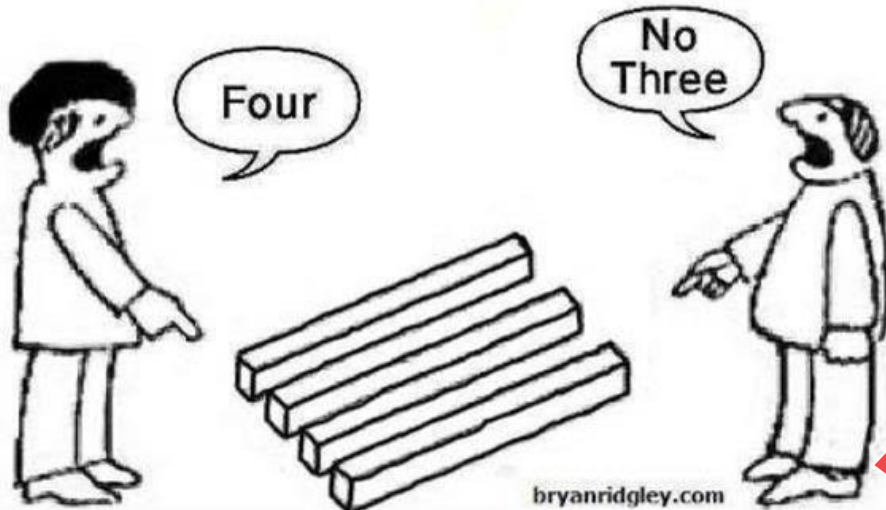➢ Publishing Decisions & keep team members up-to-date

Quality Perception

Reality can be so complex that equally valid observations from differing perspectives can appear to be contradictory.

Four

No Three

bryanridgley.com

Different Deadline view

Visibility Issues

➢ People do not visualize they are up to or who is working on what project, simply operate by requirements being sent in and an output is expected.
➢ Different Perception of Deadlines
➢ Different views of Quality

User Stories & Storyboard

➢ Planning Meetings, Review Meetings, Daily stand up/Daily Scrum, Retrospective Meeting, Backlog Refinement
➢ Storyboards, Parsing the requirements into convenient story-sized sections.
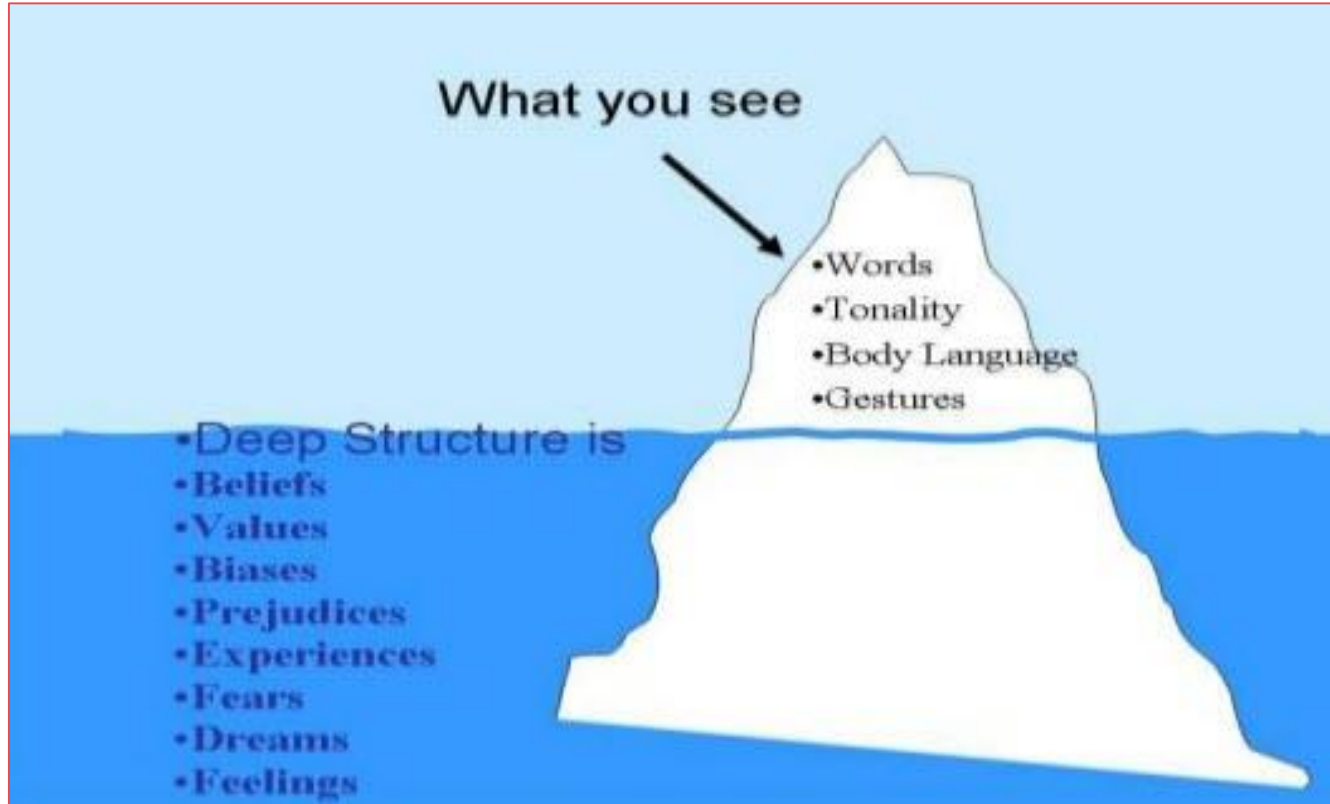➢ Work is distributed evenly & fairly

Culture Diversity

Funny Video Clip of HSBC

Culture Diversity

What is Culture?

Culture Diversity

Same Gesture have different meaning in different nations

UK & USA = O.K.

JAPAN = MONEY

RUSSIA = ZERO

BRAZIL = INSULT

Culture Diversity

Brand Failure Examples & Business Negotiation style

Brand	English	Foreign
KFC	Slogan "finger licking good"	In Chinese, "eat your finger off"
Mercedes-Benz	Brand name "Bensi"	In Chinese, "rush to die"
Pepsi	"Pepsi Bring You Back to Life"	In China, "Pepsi Brings You Back from the Grave"
Nova	Nova	In Spanish, "doesn't go"

English(UK)	Foreign Word
Gift	Poison(German)
Retard(Someone with mental disability(often used)as an insult	Delay/Late(French)

➢ Pakistani/ Indian wants long term relationship with client, Say No is difficult for them
➢ German(more formal) and Mexican(informal) while doing business negotiation
➢ In Japan, Yes(means I understand)
➢ In American, Yes means Yes, They don't like to beat around bushes

Cultures Diversity

Culture Awareness
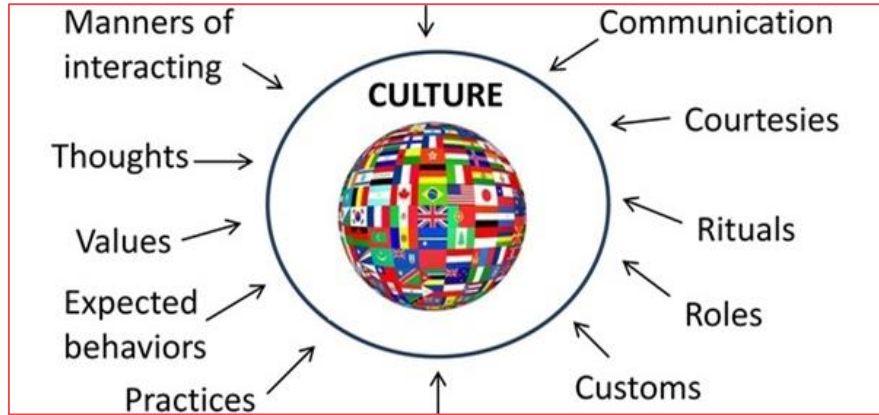
Various Cultures

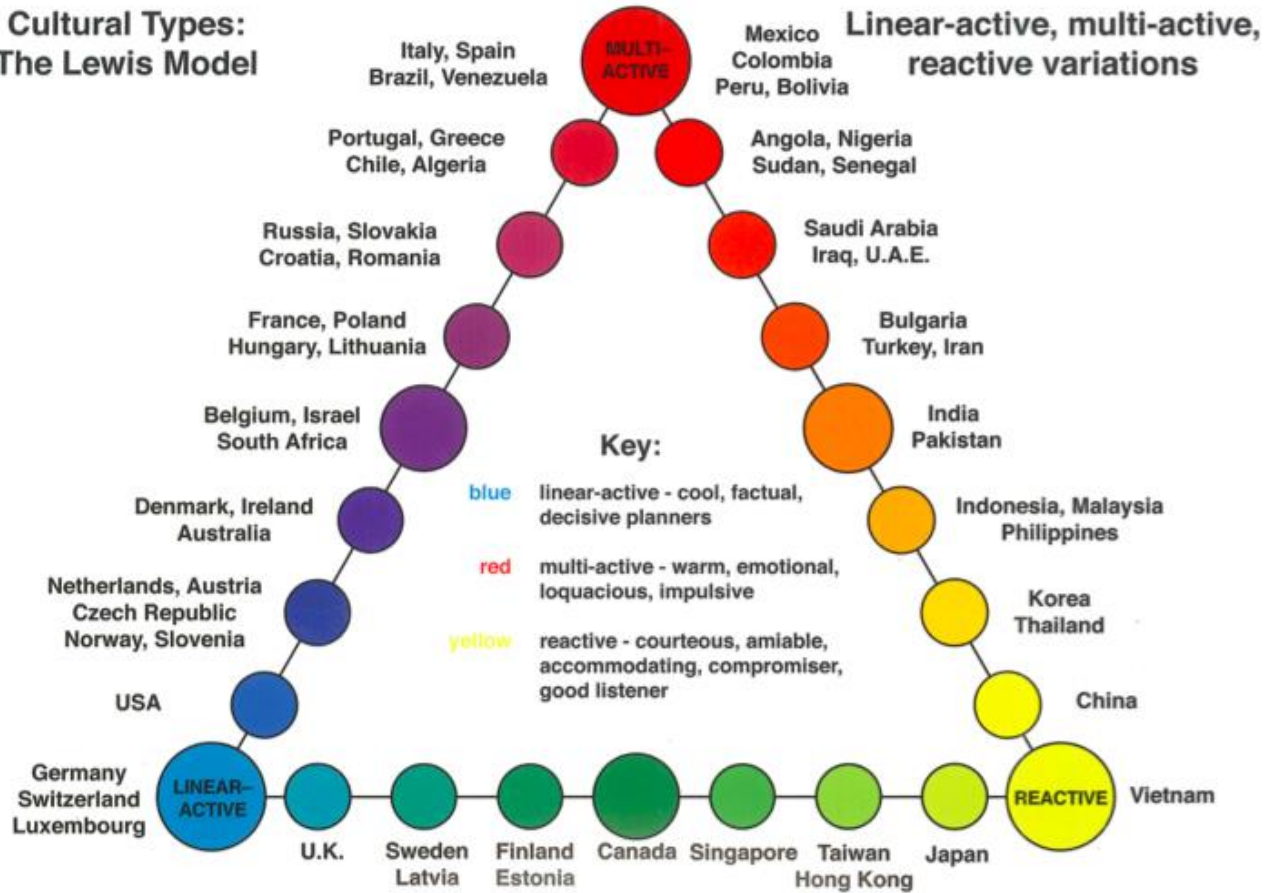- Different Work Ethics, Ideas, Customs ,Social Behaviors, Religious Holidays or Cultural Events
- Expression of values(Openness Yes/No),Communication Style, Values & Context

Culture Awareness

- Culture sharing, Awareness of Cultural differences, Level of Openness, Empathy ,Transparency
- Ice breaker Activities, Internal team Technical Trainings
- Read book,article,watch videos & seminar etc.

Cultural Types: The Lewis Model

Linear-active, multi-active, reactive variations

MULTI-ACTIVE

Italy, Spain Brazil, Venezuela

Mexico Colombia Peru, Bolivia

Portugal, Greece Chile, Algeria

Angola, Nigeria Sudan, Senegal

Russia, Slovakia Croatia, Romania

Saudi Arabia Iraq, U.A.E.

France, Poland Hungary, Lithuania

Bulgaria Turkey, Iran

Belgium, Israel South Africa

India Pakistan

Denmark, Ireland Australia

Indonesia, Malaysia Philippines

Netherlands, Austria Czech Republic Norway, Slovenia

Korea Thailand

USA

China

Germany Switzerland Luxembourg

LINEAR-ACTIVE

REACTIVE

Vietnam

U.K.

Sweden Latvia

Finland Estonia

Canada

Singapore

Taiwan Hong Kong

Japan

Key:

blue   linear-active - cool, factual, decisive planners

red   multi-active - warm, emotional, loquacious, impulsive

yellow reactive - courteous, amiable, accommodating, compromiser, good listener

Non-native Speakers

Visual, Active and Clear Communication

Non-native Speakers

➢ Non-native English speakers normally experience challenges
➢ Some members of the team will be Shy to speak up
➢ e.g. programmers adopted a variable naming convention using their mother tongue, while others used English.

Visual & Clear Communication

➢ Use visual methods of Communication
➢ Learn the basics - Speaking & Listening trainings
➢ Listen Actively and Regularly
➢ Seek Clarification & Be Sensitive to Language Barriers
➢ Common Vision of Team
➢ Email i.e. Asynchronous Communication

Non-native Speakers

Visual, Active and Clear Communication

Time Zone Mismatch

Meeting Timings should be feasible for everyone

Time Zone Mismatch

➢ Time overlap for Productive Meeting
➢ Mood & Attitude change throughout the day
➢ Getting up Early or Staying Up Late for meetings

Adjust Meeting timings

➢ Adjust Meeting Timings(If possible)
➢ Meeting time should be Feasible for everyone
➢ Quarterly/Annual Meeting at Single Location
➢ Develop internal response time expectations

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Thank you

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