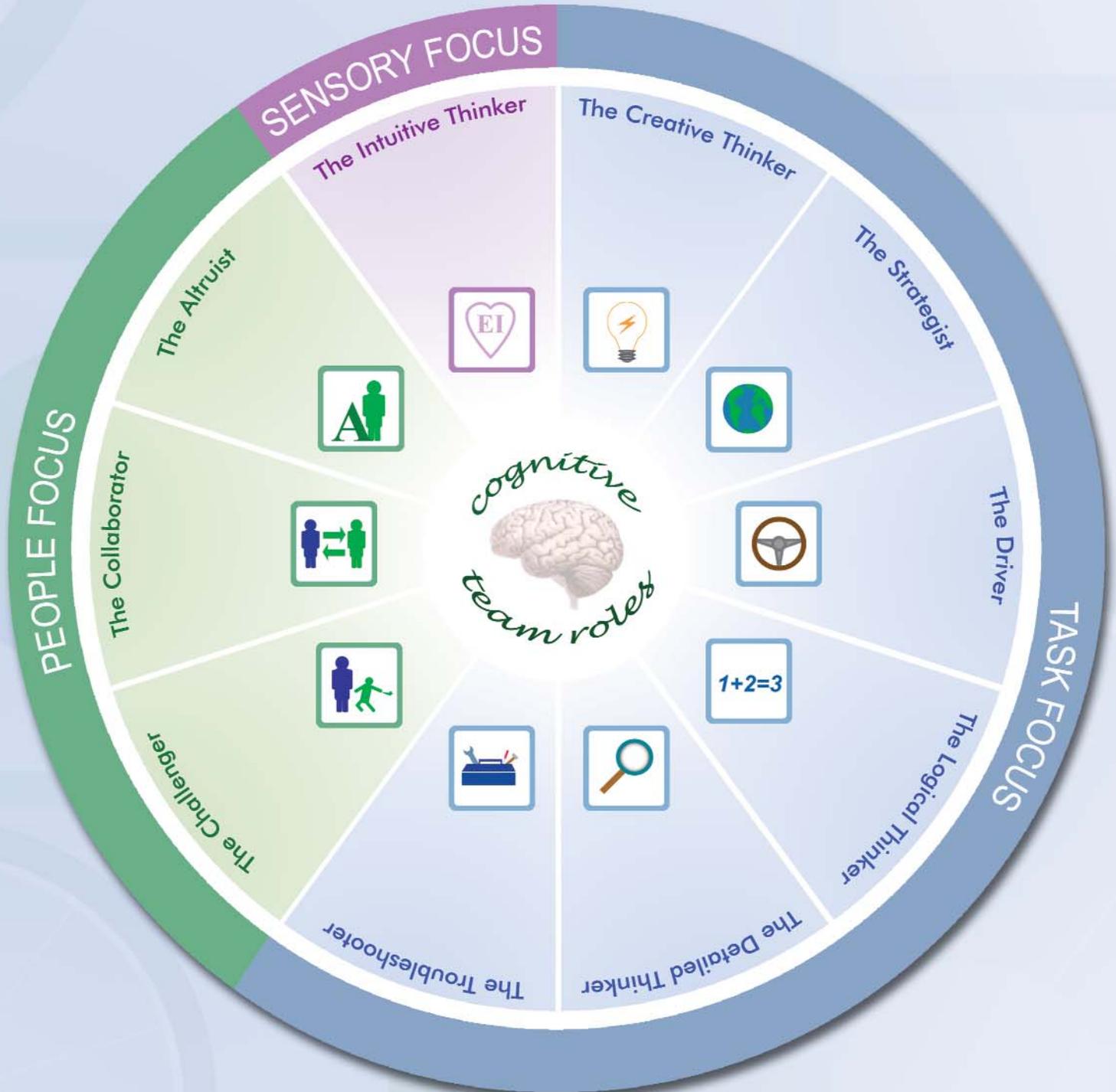


# Cognitive Team Roles

A unique way of mapping the cognitive strengths and weaknesses, preferences and flexibilities of teams and partnerships



*Transforming teams for the future*

"It's not ways of working that need to become more flexible - it's ways of thinking."

Simon Caulkin

# Cognitive Team Roles

Do you want your teams to be more than the sum of their parts?

By using **Cognitive Team Roles™** we can help you create exceptional and talented teams that exceed expectations.

**Cognitive Team Roles** is a unique psychometric model that identifies the thinking processes of teams and partnerships, mapping cognitive strengths and weaknesses, preferences and flexibilities. Our research has identified certain ways of thinking that are critical to the success of a team and which can be behaviourally represented as recognisable 'roles'.

**Cognitive Team Roles** will help your teams to:

- Develop awareness of their individual and team thinking preferences
- Balance their focus of attention on the appropriate thinking skills
- Identify any critical areas of weakness before they affect performance

**Cognitive Team Roles** utilises the work-based psychometric 

**Thinking Styles** is used to identify each team member's preference for thinking in each of the team roles. The team's preferences and flexibilities are mapped on to the **Cognitive Team Roles** model, identifying the strengths, potential weaknesses, synergies and possible conflicts that exist within the team. Each team member receives a copy of the team's profile and a suggested action plan for team development.

## The Cognitive Team Roles



### The Intuitive Thinker

Focuses on how they feel about a project, task, person or situation. They rely on intuition and emotion to make decisions.



### The Detailed Thinker

Focuses their attention on specifics and details. They tend to be very thorough, ensuring that tasks are completed.



### The Creative Thinker

Tends to juggle tasks and work things out backwards by starting from the end. They make connections and see patterns.



### The Troubleshooter

Focuses on what could go wrong and makes contingency plans. Tends to think in terms of risk management.



### The Strategist

Tends to think strategically and in broad terms about the future. They will always have some kind of a plan.



### The Collaborator

Focuses their attention on developing relationships, networking and finding opportunities to work with others.



### The Driver

Wants to be in the driving seat moving a project or task forward. Tends to focus their attention on taking action.



### The Challenger

Challenges boundaries and tends to try to break the rules. May employ high-risk strategies to achieve their objectives.



### The Logical Thinker

Focuses on facts and evidence. Ordered and disciplined, they think in a logical and sequential way.



### The Altruist

Focuses their time and energy on looking after the other members of the team both physically and psychologically.

Being part of a team can sometimes be difficult. **Cognitive Team Roles** will:

- Increase the performance of your teams by giving them the confidence to delegate
- Enhance respect and trust for each other and for their roles within the team
- Reduce some of the stressors inherent in team working
- Help your teams release their collective energy and maintain the buzz of achievement
- Help your teams to cope successfully with new or changing situations and circumstances
- Identify areas of weakness before problems arise

### **Cognitive Team Roles is suitable for teams at any level.**

We can help you understand how thinking underpins behaviour and drives success. You will be able to recognise which cognitive strengths and flexibilities create high performing teams and why those strengths and flexibilities are important. You will then be able to develop the thinking skills and strategies of your own teams, so that they become teams of exceptional performance.

**Cognitive Team Roles** has been used successfully with:

- High performing teams to help them maintain their levels of excellence
- Existing teams to help them become high performing teams
- Partnerships where the business is at a critical point in its life cycle
- Project teams, where the appropriate balance is needed between focusing on the task, managing the people and managing the project as a whole
- Newly formed teams who need to develop mutual respect and trust
- External teams, where it offers a common and non threatening “language”
- Dysfunctional teams, by identifying areas of conflict and providing strategies to manage them

**If you are a trainer, a consultant or a manager of a team  
we offer you the opportunity to understand how your colleagues think.  
This will enable you to develop teams of exceptional performance.**



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"Talent wins games, but teamwork and intelligence win championships"

*Michael Jordan - US Sportsman*



Achieving any goal depends on the implementation of meaningful action, of "doing the right thing at the right time". This can only happen if the thinking that precedes it is of a high quality, is appropriate, is focused and is flexible.

**"The thinking comes first."**

*Fiona Beddoes-Jones - Author, Cognitive Team Roles*

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