

video-interaction-analysis in coaching and consulting of teams

Contact

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Who are you?

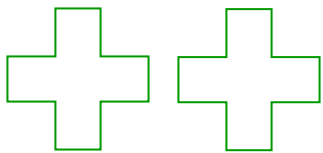
What moves us...

Deep interest in the development of teams / projects / networks



Your experiences

What are your experiences in team work?



Excellent

Good

Average



Poor

| Your experiences

When did you **realize** that somehow something was **not going** in the right direction?

| Your experiences

- Which **teams/projects/networks** did you consult?
- Which **issues** are occurring in this context sometimes subtle or obvious ?

teams have to deal with...

roles &
role structures

inconsistencies

Decision-making
processes

networking

cooperation

leadership
dynamics

functions



liabilities
expectations

experiences

Influence / power
patterns of action
biography

responsibility

conflicts

negotiation processes

membership

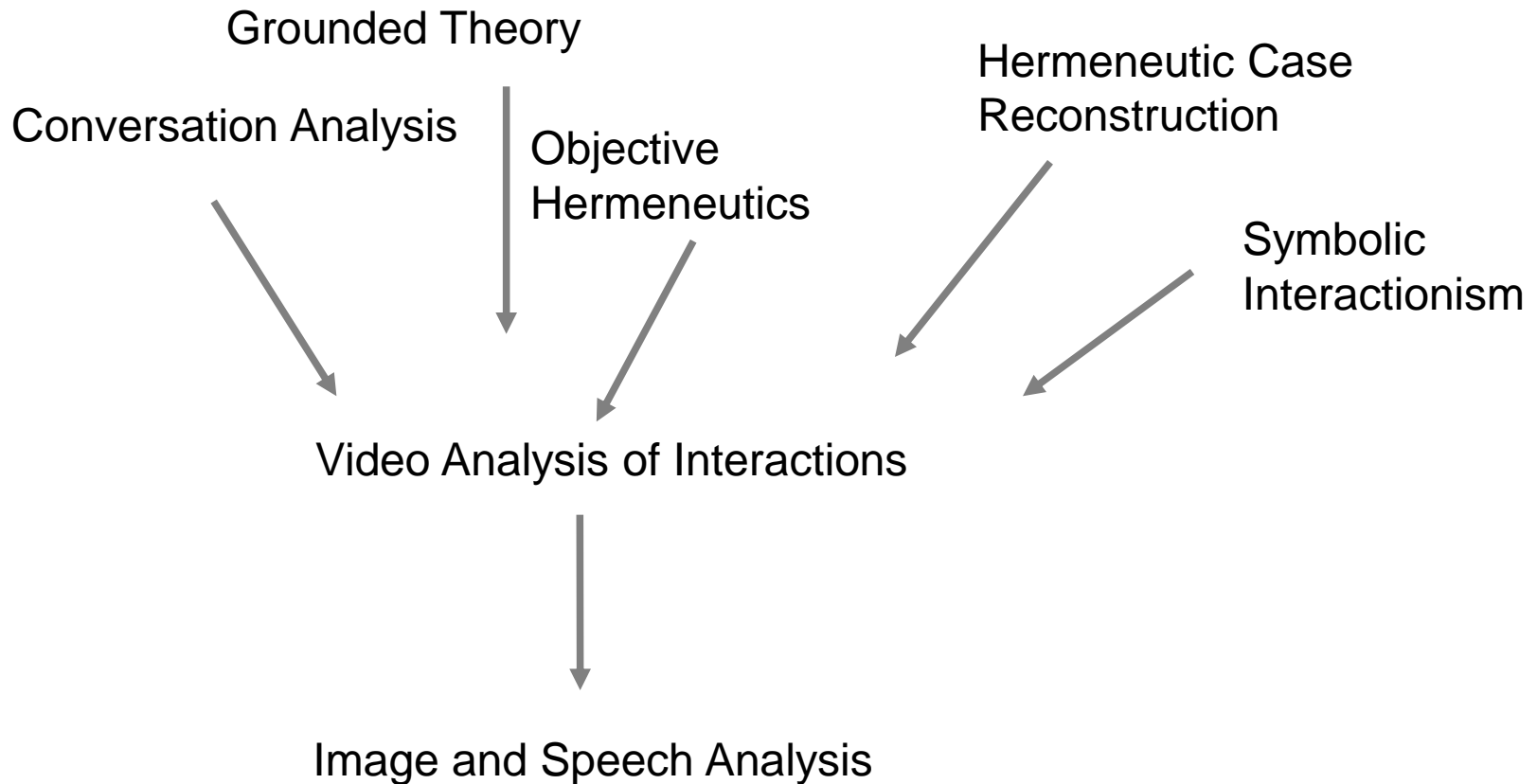
| Our approach

Consulting of teams based on video interaction analysis

| Why interaction analysis?

Interaction is determined by underlying structures
which tend to reproduce themselves

Method & Theory: Interaction Analysis



Procedure of interaction analysis in three steps

The aim of the analysis: reconstruction of structures

Procedure: Three-level analysis

1. Video-Image–Analysis

- Gestures and facial expressions/mimic
- Postures, glances, movements

| The process of video-interaction analysis

2. Text analysis (decontextualised / video-knowledge)

- Transcript as so called "text"
- Turn-Taking, Nature of the contributions, speech proportion, dynamic processes... decisions, non-decisions,

3. Sound-video analysis

- Contrasting the different interaction levels

Procedure of interaction analysis in three steps

1. **Nonverbal** analysis / video without sound
2. **Verbal** analysis
3. Nonverbal **and** verbal analysis

Contrasting the different analyses

Results & Structures

Objectives of the video interaction analysis

Reconstruction of:

- Interaction rules
- Interaction disorders
- Structures
- Roles and role fractures
- Positions
- Hierarchy
- Relationships
- Commitment and integration
- Trust and distrust
- Latent meanings

| Example

What is a hypothesis?

| Example

Nonverbal analysis: Freeze image

I Example

Nonverbal analysis: video

| Example

our results - our teams

Young start-up teams who are specialized in:

- Design
- Furniture for kids
- Internet shop for audio guides/ web 2.0 application
- Software for scientific writing

Project: Motivation and support for new entrepreneurs in Saxony – Anhalt (ego. – Konzept)

Video interaction analysis and workshop with the team



I. Video recording of a team-work session



II. video interaction analysis



III. Questionnaire of expectations



IV. Workshop with the team

The aim: learning impulses and concrete terms



V. Implementation in the corporate practice

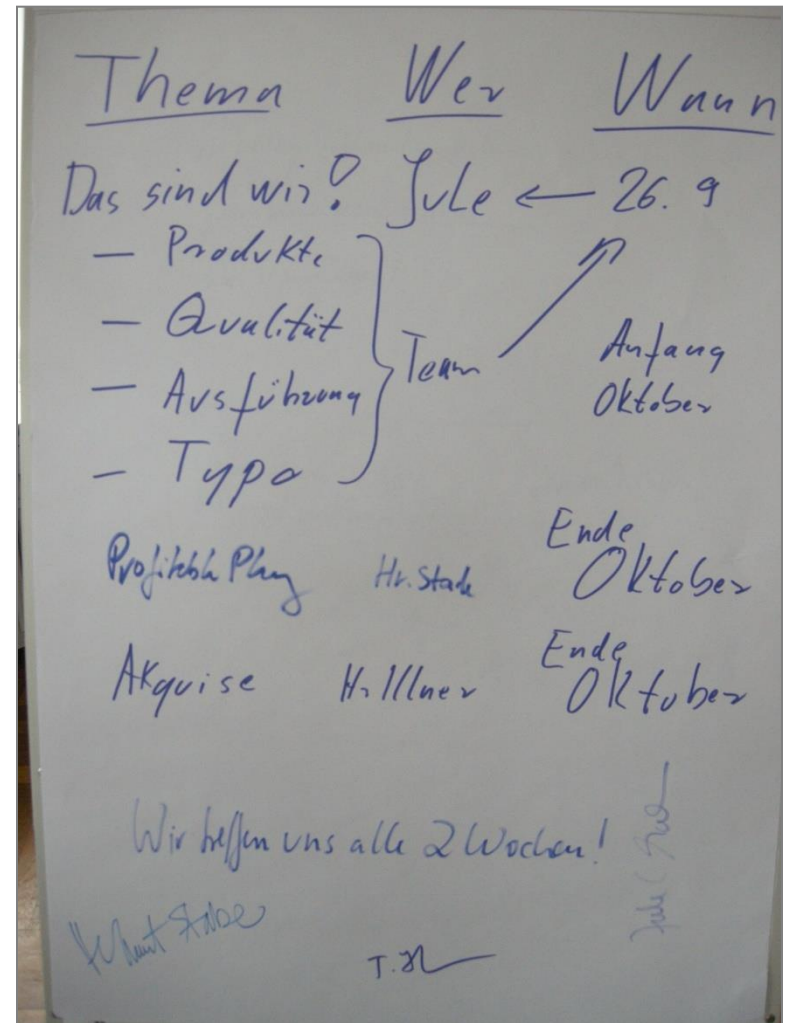


VI. Feedback and Learning Control

Workshop session with a Start-Up team-spotlight



Reflection and to do's



Initiating learning and development processes

Workshop with the start-up team

■ Topics

- Self-image and roles
- Expectations
- Current and potential areas of conflict
- Objective and future design (short-medium-long term)
- Attitude of value
- Market needs

Initiating learning and development processes

Workshop with the start-up team

▪ Objectives

- Clarification of actions in the team
- New joint structures and patterns of behaviour
- Team development and collaboration
- Next steps

Result: interaction in the context of the enterprise

Soft factors lead to hard factors

Psychodynamics
Team dynamics,
Uncertainty
Rage,
Retreat



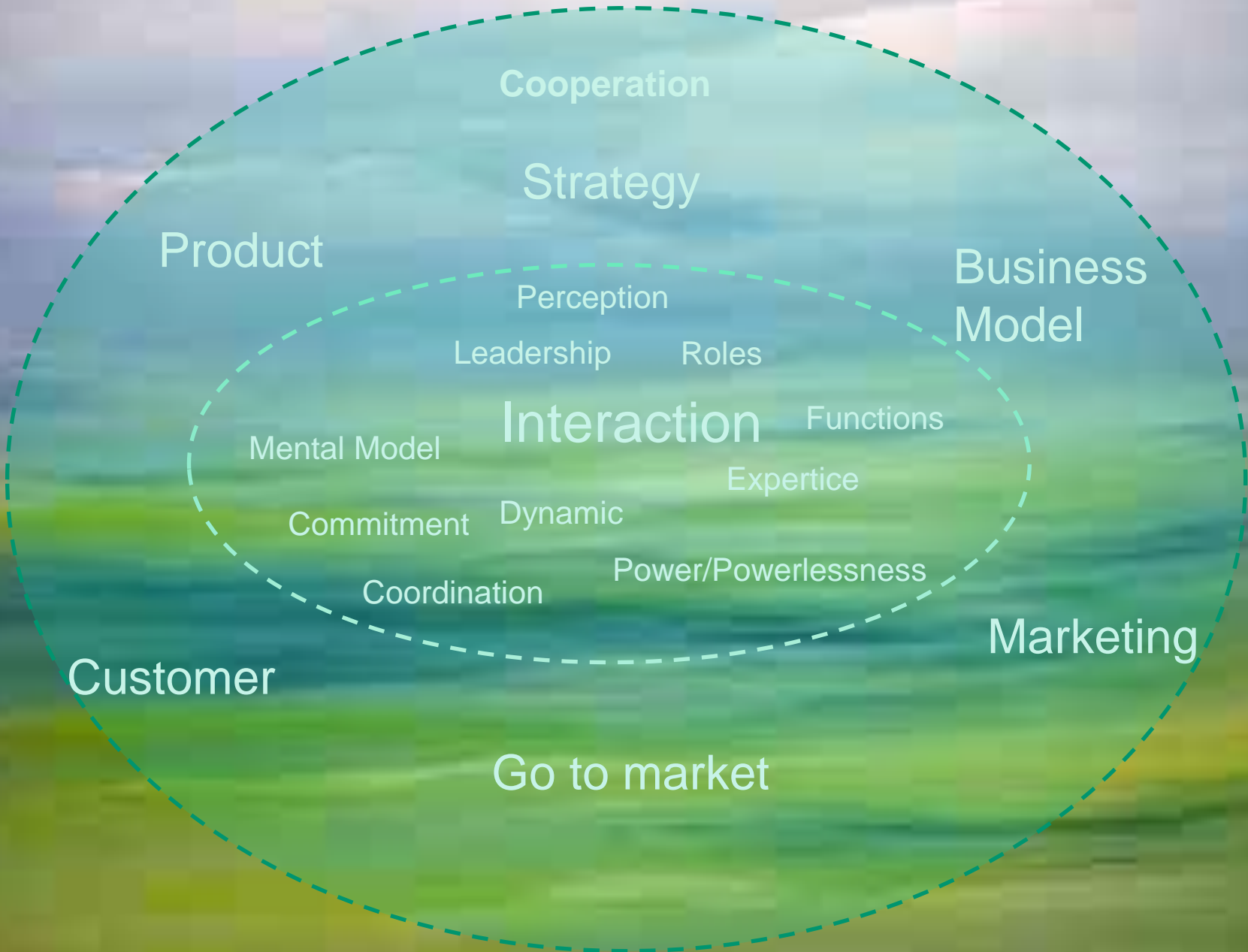
- Poor placement of the product on the market
- Failed collaborations
- Dismissal
- Monetary bottleneck
- Product definition
- Drift instead of decide

| Result in the eyes of the teams

Feedback from the teams

- New perspectives
- Common tasks and goals
- Roles and forms of cooperation
- Work processes and intermediate steps
- Focus on the market and on the customers
- New Enthusiasm

Company's success



VIA: coaching and consulting of teams

In which area could you imagine, that video interaction analysis can help you?

VIA: coaching and consulting of teams

Thank you!

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