

Reflection: Teamwork Skills
(Coffee Industry Small Business Management Project)

I truly learned the meaning of teamwork and cohesiveness after working on a semester-long project with two other classmates in my small business management course this past fall semester. Our work involved clear communication both with each other as well as coming in contact with business owners, analytical and quantitative skills, technological assets, as well as intensive research skills on our industries. Early on we decided as a group that in order to best tackle this assignment, we must divide up our work by our strengths. This was certainly to everyone's advantage as we all had a lot on our plates but wanted to put forth our best work while doing our research. Our team decided to choose the coffee industry as our main focus for our presentation and research paper, then having to find another industry that we could potentially twist, or pivot with. The idea behind this is to enhance one industry, without taking away from the other, finding ways in which they fit within each other, and how they can give each other success. For us, energy drinks just made perfect sense- two typical enemies, so to speak, coming together to strengthen one another. We spent hours as a team visiting local coffee shops who thrive for their original coffee brews and beans, and becoming customers of the newly popular, all natural energy drink shops in the Lehigh Valley like Thrive and Crave. This project took more work outside of the classroom than any other group project, and accountability was huge. Being honest and transparent about schedules and conflicts helped us greatly, so that we were all able to be present and truly engaged in our work while we were together to maximize our time and outcomes. I am proud of the final outcome of this project, both our powerpoint and research paper. If nothing else, these outcomes show the greatness of true teamwork, as our research paper was quite extensive. Bringing these industries together for one great presentation to our classmates and professors was certainly a proud moment for us all.