

my Global Enterprise Experience

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I, Chris Elson, was the leader of Team 34 during this year's Global Enterprise Experience. As a team we had a turbulent start, but grew together experiencing the ups and downs of the process, and came together to produce an effective business proposal aimed at providing educational material via the ever expanding global mobile market.

One of the first obstacles I encountered as a team leader was getting all the team onto one central platform from which we would share ideas, discuss points of interest, and collaboratively research our chosen topics. The initial plan was to use Facebook, and in particular Facebook groups, to communicate due to the level to which it is already integrated into our everyday lives, and young people in particular. Some members of the team however were not comfortable with using their personal Facebook accounts, and so we migrated to our back-up platform, Google+.

Google+ offers the same, and in some cases more, features as Facebook but the platform is far less familiar to many and this caused a degree of mistrust among the team. It was because of this unfamiliarity that a few of the team were reluctant to sign up, and in one case the individual simply refused. I spoke privately to the person in question, explaining the reasons for using Google+ and the collaborative importance of getting the team set up on a central, social platform.

This experience highlighted to me the importance as a leader to gain and develop your team's trust, and in particular their trust in your judgement to make decisions their behalf. Slowly this trust was built up and in turn I came to know which individuals I could trust to take the initiative and get things done.

This two way trust became particularly prominent in the latter half of the contest after I was involved in a rock-climbing accident that resulted in myself being hospitalised and 'out of action' for a number of days. During this time I wasn't able to communicate with the team very often and so needed to efficiently delegate, putting my trust in the others to continue developing our concepts in my absence.

Unfortunately there were a series of complications regarding my right arm which meant I spent the majority of the last week back in hospital and unable to function productively as a team leader. As such I was briefly able to get in contact with two select individuals who had been the most committed and motivated in the team, throughout the process, and put all of my trust in them to work together, rally the team, and deliver as Team 34's new management.

Throughout the process we, as a team, have delved into the realms of online magazines authored by young people, video interview services for young jobseekers, and medical 'survival' packs containing the latest low cost health innovations. However we decided to pursue and develop the concept of providing education and educational materials via mobile platforms, primarily targeting those in developing countries whose only access to the internet was via their mobile phones.

We soon discovered that there was so much potential when it came to building this into a service, and a huge array of possible areas that it could be applied. We narrowed our scope in regards to the time available to us during the contest but Team 34 will be keeping in touch and our team's group page open, as we continue to research and develop this, and other, concepts together.