



NEWS



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REVEALED: THE PERFECT WORKPLACE DYNAMIC

- *Ocean's Eleven* tops list of aspirational teams -

New research out today reveals that nearly half (40%) of Brits feel they work in teams that regularly fail to meet basic targets. 41% of these blame bad performance on poor team structures, leading to feelings of dissatisfaction and unfulfillment at work.

The workplace study highlights the problem of people being made to carry out roles to which they are unsuited. One third (32%) of those surveyed say they have experienced colleagues failing in their job and employees who lack the basic skills to get the work done.

The research, commissioned by Domino's Pizza which employs nearly 9,000 people in 370 teams across the UK and Ireland, identifies what makes the perfect workplace team and reveals that 60% of Brits find famous teams from films, TV or books, aspirational role models. The most admired team is George Clooney's loveable rogues from *Ocean's Eleven*, followed by Hannibal Smith's renegade soldiers in *The A-Team* with *Charlie's Angels* in third place.

Calling on bosses to pay close attention to team dynamics and group structure, workplace expert Professor Cary Cooper, says: "By recognising specific personality types and skill bases, a random group of individuals can be structured to become a highly effective team that delivers much more than the sum of its parts. The reason for the popularity of teams such as *Ocean's Eleven* is that they combine the right mix of people with complimentary skills, successfully completing a difficult task."

The study reveals eight essential roles needed to create the optimum workplace grouping in which individuals will feel more motivated and perform more effectively:

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- *Explorer Networker* – keeps in touch with new thinking, inquisitive, excited by ideas/ challenges, enjoys people, spots opportunities, uses initiative (Face, *The A-team*)
- *Leader Co-ordinator* - encourages people to participate, offers co-ordination and control, resolves differences of opinion, averts conflict (Daniel Ocean, *Ocean's Eleven/ Twelve*)
- *Driver* - energises people, pushes for action, asserts views on what needs to be done, challenges alternative opinions (Alex Ferguson, Manchester United)
- *Completer Achiever* - approaches tasks in an urgent meticulous manner, maintains standards, meets deadlines (Bree, *Desperate Housewives*)
- *Specialist* – a technical approach, specific area of expertise, maintains a specialist role (Ross, *Friends*)
- *Analyst* - demonstrates analytical rigour in thinking, decisions are considered and educated (José Mourinho, Chelsea F.C.)
- *Team Coach* - attentive to people's needs and welfare, listens to concerns, explores feelings on a particular issue (Alfie Moon, *EastEnders*)
- *Innovator* - source of creative thinking for strategies and problems, break-through approaches, original ideas (Richard Branson)

According to Professor Cooper, one of the key reasons for the failure of UK teams is a workplace culture of too many chiefs and not enough indians. Almost a quarter (22%) of workers perceive themselves to be a *leader co-ordinator* whereas just 6% of Brits see themselves as *explorer networkers* – people who seek out new ideas. What's more only 6% see themselves as *analysts* - those with rigorous thinking - and just 7% say they are *drivers* - the ones who push for action and results.

Despite a culture of too many chiefs, a high proportion of Brits are not happy with the effectiveness of their bosses:

- 21% would like a *leader co-ordinator*, but only 12% say this reflects reality
- Only 5% of Brits say their boss is like *team coach*, who listens and is interested in people's welfare, whereas 14% of people would like their boss demonstrate this skill
- One in ten would like an *explorer networker* who is in touch with and excited by new thinking, but only 5% of bosses fulfil this role

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Professor Cooper says: "There's a place for everyone within an effective team as long as individuals are given a role that best suits their skills and personality traits, creating a more fun and balanced working environment. Even seemingly inept characters like *The Office's* David Brent play a valuable part in the workplace dynamic – given the right role he could emerge as a popular and effective team leader."

Jane Roberts, head of Human Resources at Domino's Pizza comments: "Operating in such a fast paced industry with a traditionally high turn over of staff, it is vital that Domino's regularly evaluates what makes its people tick and understands the best ways to keep team members engaged and interested in their roles. Domino's believes that positive team dynamics are fundamental to expanding the business as every single person that works for the company, from delivery driver and pizza maker to franchisee and head office staff, is at the heart of its success."

For more information about career opportunities at Domino's Pizza please visit www.dominos.co.uk or email peoplefirst@dominos.co.uk

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Notes to Editors:

About the study:

- Professor Cary Cooper is a director of Robertson Cooper, a business psychology consultancy. He was commissioned by Domino's Pizza to create the ideal team dynamic and effective workplace personalities
- Survey conducted by YouGov May 2005. Total unweighted survey sample was 1,943

About Domino's Pizza:

- Domino's Pizza is an employer of 9,000 full and part-time employees across the UK and Ireland and is leading player in the fast-growing pizza delivery market.
- Domino's Pizza UK & IRL plc is the parent company of Domino's Pizza Group Ltd which holds the exclusive master franchise to own, operate and franchise Domino's Pizza stores in the UK and Ireland. The first UK store opened in 1985 and the first Irish store opened in 1991. As at 21 April 2005, there were 370 stores in the UK and Ireland.
- Founded in 1960, Domino's Pizza is the recognised world leader in pizza delivery. Through its primarily franchised system, Domino's operates a network of 7,530 franchised and Company-owned stores in the United States and more than 50 countries.
- Information on Domino's and photography is available from Sara Barrow at Lexis PR on 020 7908 6488.

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