Effective Teaming

M6 Generate Creative Ideas (TAP, Step 6)

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**Team F Creative Ideas**

* News Reel, Comical Style: Super popular team that everyone knows making fun of or evaluating the popular kid at school who “won the popularity contest” (i.e. the multi-team audit in Step 3 of M4), and further evaluating how good they actually are in material performance; “They Won the Popularity Contest: But Are They Actually Winning in Teaming?”
* **Interview/Media style:** Mimic how athletes are told to immediately speak to a reporter after a game and asked to speak about what happened in the game. Press conferences are held directly after a win or a loss and athletes have some comical or weird questions asked.
* **Off Field Drama:** Tiki Barber’s comments about the Head Coach and Quarterback, Michael Strahan not coming to training camp despite paying huge fines; you’ve also got Tom Brady and the unbeatable Patriots bearing down for the Super Bowl Win. Eli has been a shadow of his brother. I think we could potentially play up the David vs Goliath aspect of this whole thing, where through teaming an inferior organization somehow manages to beat out a much “better” org.
* **Making More Clear:** Showing the players playing during a short brief clip can make our video more fun and exciting to watch. Also, having everyone in our team wear NY Giants jerseys could be eye-catching. Lastly, having our background screens match with the MetLife Stadium could make the video more interesting.