

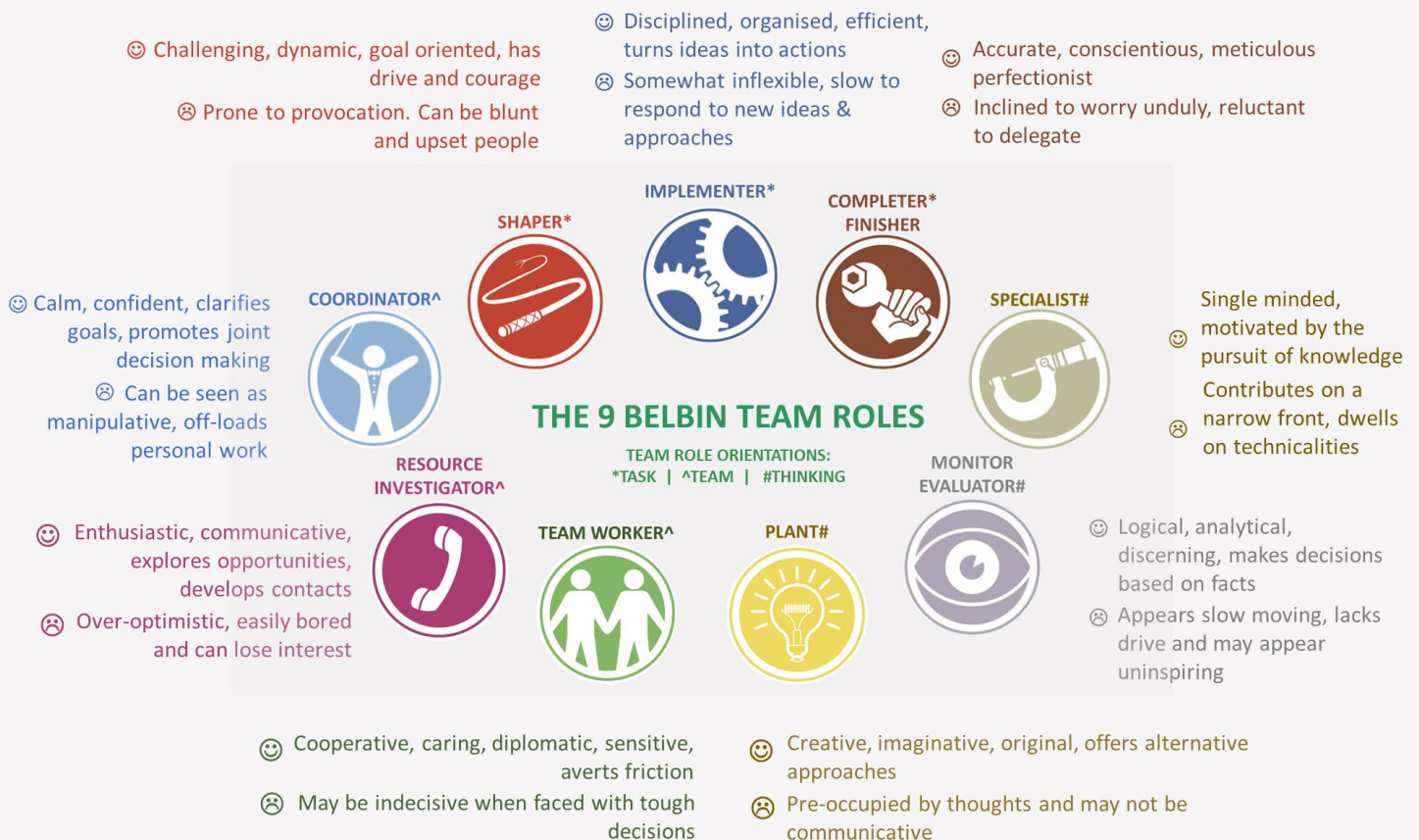
## A quick introduction to BELBIN Team Roles

Dr. Meredith Belbin defines a  
Team Role as: “A tendency to  
behave, contribute and  
interrelate with others in a  
particular way”



There are **NINE TEAM ROLES**, invaluable for a team.  
**No single Team Role** is more important or better  
than another

### The 9 BELBIN Team Roles at a glance



All Team Roles are present in all of us in varying degrees. Everyone has **Preferred Team Roles**, **Manageable Team Roles** and **Least Preferred Team Roles**

**High performance teams** display a diverse mix of behaviours. They have **access to the right blend** of all nine BELBIN Team Roles

### BELBIN transforms performance of people and teams

**Helps recognize and celebrate** every team member's contribution and maximize collective strengths

**Strengthens complementarity** and collaborative working relationships through behaviour management

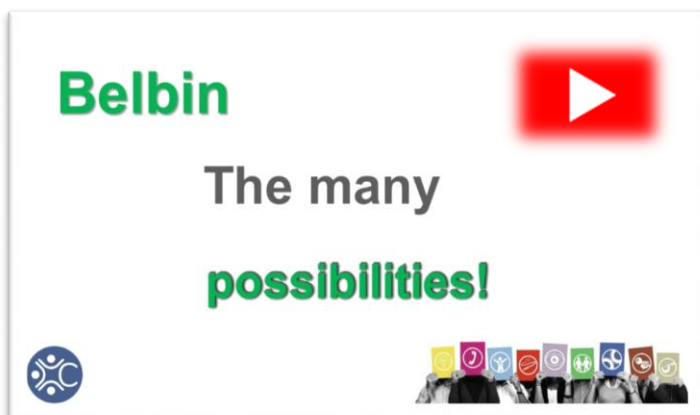
**Enables goal congruence** and transforms a group into a team

**Promotes fundamental change** in the way people behave, contribute and interrelate with each other for breakthrough performance

"The benefit of utilising and understanding Team Roles is that not only do we learn more about ourselves, but also a lot about our work colleagues and how to get the best out of them." – Dr. Meredith Belbin

### You can use BELBIN ... For a variety of people needs

Powerful applications of Belbin include: Coaching people | Handling conflicts | Matching people to jobs and jobs to people | Selecting a team for a task | Resolving issues in a team | Leadership development



You can use Belbin ... For a variety of people needs

### The incomparable BELBIN advantage ... Brought to you by CERT India

Rich know-how across marquee names in diverse businesses, with unique insights in transformational applications of BELBIN Team Roles, since 2005. Simple, practical approach offering implementable, bespoke client specific solutions.

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**CERT INDIA**  
The BELBIN Expert