

# Cohesive group



# What is group cohesiveness?

According to Stephen P Robbins, “Group cohesiveness is the degree to which members are attracted to each other and are motivated to stay in the group.”

Cohesion  
grows out of  
communication and  
common  
interest



Builds group  
identity



Creates  
climate of  
inclusion  
for all  
members

# Attributes of a Cohesive Group

- The members share the group goals and have common interests.

- The number of members is relatively small.



- The members are in constant touch with each other and have very effective interpersonal communication

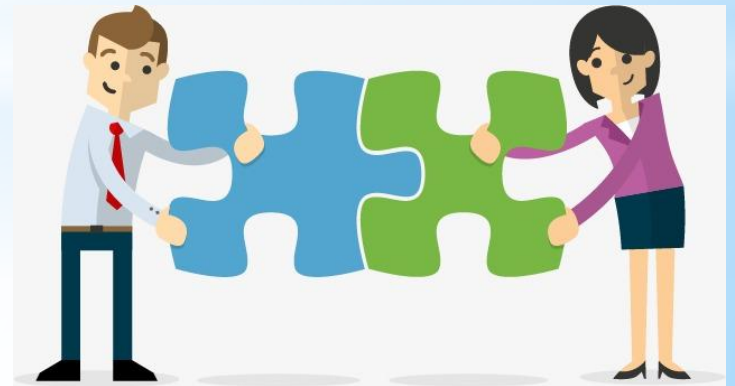
- High group loyalty.

- Members interact among themselves quite frequently.

- Members keep themselves attached to the group as they feel that their needs would be satisfied by the group

# Types of Cohesion

- **Task Cohesion** - the degree to which members of a group work together to achieve common goals
- **Social Cohesion** - reflects the degree to which members of a team like each other and enjoy each other's company



# Factors that Increase Group Cohesiveness

- ❑ Inter-group competition
- ❑ Personal attraction
- ❑ Favorable evaluation
- ❑ Agreement on Goals
- ❑ Interaction



# Factors that decrease Cohesiveness

- **Large group size**
- **Disagreement on goals**
- **Intra-group competition**
- **Domination**
- **Unpleasant experiences**

# Conclusion

- Group cohesion has been linked to a range of positive and negative consequences.
- People in cohesive groups are confronted with powerful pressures to conform to the group's goals, norms, and decisions.
- Cohesiveness leads to the improvement in productivity and efficiency of individuals as well as groups.



“Individually we are one drop but together, we are an ocean”.  
- Ryunosuke Satoro

