**Video Title:** Fundamental Lesson for Group Cohesiveness – Organizational Psychology

**Video URL:** [**https://www.youtube.com/watch?v=KFXeq5TEun0**](https://www.youtube.com/watch?v=KFXeq5TEun0)

**Run Time/Source:** 5:15, Jerry Liu/YouTube

**Close Caption Available:** Yes

The presenter, Jerry Liu, says that he has seen so many organizations, clubs, parties, and organizations fall short of having the team members feel like they are part of the team, and form a cohesive group. Group cohesiveness is described on page 229 of the textbook. Liu decided to analyze the fundamental lesson in what successful organizations do.

During his experience working at a TV station, Liu observed that many people are shoved together in strange situations and feel awkward. At the TV station, the manager in charge organized a year-end party, but Liu felt it was too little too late. The employees had already formed cliques and alliances. The second story Liu tells is about a friend who had a birthday party with old and new friends. Toward the end of the party a parent took a group photo, which immediately triggered a feeling of cohesiveness among the people present.

The lesson Liu emphasizes is that a group can be more than the sum of its parts. The key is to get the workers into a group activity early, so they can experience a feeling of cohesiveness. If the organizer waits too long to bring the group together, this feeling of working together smoothly and becoming an effective group may never emerge.

*Questions for Thought and Discussion*

1. Why would a group social activity lead to group cohesiveness on the job?

2. How does the concept of interpersonal attraction mentioned in the text support the value of having a party or other group activity among the group members?

3. How might an organized activity facilitate group pride?

4. How does group cohesiveness contribute to a group being “more than the sum of its parts”?

5. To what extent do you think that Liu might be exaggerating how much a social group activity can generate group cohesiveness?