



Charles Sturt
University

SLOWposium Provocation

Teaming in Switzerland
Felicity Small

1st October 2026

CSU Global Program: Switzerland-International Business

Partner Institute: OST University- St Gallen

Industry Partner: Santis

Learning together

Enablers



Time to bond

Dedicated time for the group to connect.



Time for ideas

Dedicated time to develop and share ideas.



Industry support

Guidance and encouragement from the industry partner.



Assessment recognition

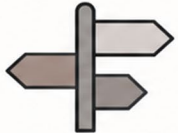
Marks for groupwork, peer review and individual performance.



Institutional reputation

The reputations of OST and CSU mattered.

Detractors



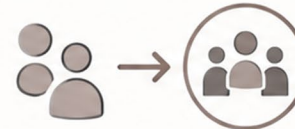
Competing experiences

Lots of other things to experience.



Different backgrounds

Different disciplines and skill sets.



Allocated groups

Groups were assigned.



Overcoming different backgrounds through teaming

Bringing expertise together in the two-week Sántis Hotel marketing challenge

Different starting points

Different disciplines, skills and perspectives

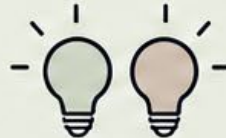


TASKWORK

Develop the marketing idea



Agree on the problem



Combine expertise and ideas



Use host feedback to refine

TEAMWORK

Learn to work together



Share strengths and agree roles



Build trust and check understanding



Help each other and adapt

One team, one solution

Integrate, refine and pitch a workable marketing idea



Differences become a resource when expertise and teamwork develop together.



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Thank you

