

The Dance Team N-yoj - Team Management

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Zásady pro vypracování:

**Popište obecně vývoj streetdance a historii tanční skupiny N-yoj Dance Team.
Zaměřte se na management týmu a popište činnost vedoucích členů ve skupině.
Obecně charakterizujte principy motivace a aplikujte na N-Yoj Dance Team.
Zjistěte na základě průzkumu ve skupině, jaké má kdo z členů předpoklady pro vedení
týmu, vytváření nových myšlenek, vycházení s lidmi atd. (Belbinův dotazník).
Navrhněte nové marketingové strategie pro N-yoj Dance Team.
Navrhněte, jakým směrem by se podle vás měla skupina ubírat.**

~

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ABSTRAKT

Tato publikace popisuje aktuální situaci taneční skupiny N-yoj, která působí na Vyškovsku sedmým rokem. Teoretická část se zabývá především managementem týmu a zařazením jednotlivých členů podle Belbinova dotazníku. Zmíněn je i vliv marketingových strategií na rozhodování o rozvoji a řízení podniku. Praktická část je zaměřena na N-yoj Dance Team. Velmi důležitou složku tvoří Team-management, který rozhoduje o klíčových otázkách ve vedení skupiny. Velká pozornost je také věnována způsobům propagace skupiny a návrhům na inovace a vylepšení.

Klíčová slova: zdraví, pohyb, tanec, hudba, zábava, radost, N-yoj, taneční skupina, vzdělávání, kreativita, disciplína, management, management týmu, členové týmu, motivace, Belbinův dotazník, marketing, propagace.

ABSTRACT

This publication describes actual situation of N-yoj Dance Team which influences Vyškov region for seven years. Theoretical part deals with team-management and classifies individual team members according to the Belbin's questionnaire. It is mentioned the influence of marketing strategies on decision making of development and management of the company. Practical part is focused on N-yoj Dance Team. Very important unit is Team-management, which decides about key questions in leading the collective. Great attention is paid to the ways of promoting the Dance Team and to drafts to innovation and upgrades.

Keywords: health, movement, dance, music, fun, joy, N-yoj, enjoy, dance team, education, creativity, discipline, management, team management, team members, motivation, Belbin's questionnaire, marketing, promotion.

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INTRODUCTION

N-yoj Dance Team began with 16 members in 2004. Today there are about 100 people dancing in this collective. They show their excitement for dance for seven years and want to share their joy with others. N-yoj specializes in street dance and currently is the biggest and the most influential dance group in Vyškov.

The first part of this thesis focuses on the importance of good health. What keeps people healthy? Is it the food, the right day regime, plenty of rest or sport? Millions of people ask these questions every day and try to do their best to keep them – selves healthy. Many scientists of many different fields examined what is healthy and what is not. The result is that the combination of adequate work and relaxation, good eating habits and of course movement. Our body was created to be in action and we need to move to be healthy and feel in condition.

My question is “Why just to move? Let’s dance!”

The second part of this thesis gives you a general overview of dance origins and development. It shows the current division of street dance and its popularity among young people. Dance is a combination of psychical activity with joy of music. Focusing on Team Street dancing, one develops his or hers skills, moves dynamically to keep himself or herself fit and learns something new every time. Creativity, drill and some kind of discipline are involved in dancing which has in this case educational character.

Next part is about management and team members. It stresses the importance of teamwork and teambuilding. Speaking about this issue it is important to discover human cognitive qualities. All the N-yoj members had filled the Belbin’s questionnaire which provided the information about their personal profiles.

What to do to have a good working team? The solution stands for motivation. The definition of motivation is to provide reason, incentive, enthusiasm, or interest that causes a specific action or certain behaviour. We all are motivated to do something and that is the thing which pushes everybody forward. N-yoj management makes decisions about ways of motivation and establishes very own programme for supporting the team spirit. This thesis does not just document yesterday’s principles, it also shows the way new methods are put into practice.

For N-yoj Dance Team it is very important to deal with marketing. It makes the communication between provider and customer and includes strategies good for developing companies. If one wants to be “visible” he or she has to be able to “make

themselves visible”. In the N-yoj case it is necessary to produce bigger amount of live performances and also to make quality videos. This is the way to become known and to provide fun for more people. The increase of promotion enhances the opportunity to get sponsors. Sponsoring goes hand in hand with marketing. Through successful marketing the team can attract sponsors’ attention and make them feel that it is worthy to invest in the team. More money available for the team organisation would result in more quality. In addition to that, the team management would provide better conditions for the members to increase their positive iN-feeling.

The last part of this bachelor thesis includes plans, mottos and visions for next organisation of N-yoj Dance Team. This means the way it goes. The purpose is to broaden the service not only for specific people of specific age, but for all! N-yoj works mainly with children and young generation. Memorizing and light kind of drill educate them a give them the feeling that after some effort they are going to achieve the reward. Almost every style of moving is healthy, dance is the connection between music and joy of dancing. That is why it is worth to dance!

Even though you do not prefer dancing as a kind of psychical activity, you may like watching it, that is the reason why N-yoj Dance Team is here – to entertain you and give you pleasant experience of dance.

Provide fun as a new entity to everyone.

When looking at performance you will see just the finished product. After reading the introduction when speaking about N-yoj Dance Team you will probably imagine a collective of people who like dancing. The aim of this thesis is to bring N-yoj to general public and uncover the work hidden behind. You will understand eight years of working of the Vyškov dance group and also you will be familiar with the management, leadership and improvement plans which N-yoj wants to make in the near future.

I. THEORY

1 THE IMPORTANCE OF GOOD HEALTH

1.1 Environment where we live in

We live in the 21st century, the age of still improving technologies and big progress with science as one of the most influential elements. This element plays very important role in our lives whether we like it or not. Almost everyone uses “brand new” gadgets such as mobile phones, cars, and internet which are just a few achievements of modern culture. There are many more. One hundred years ago people just might dream about flying, space travelling and complete network interconnection of the whole world. Many philosophers of our time are asking: “Is this really the progress? Is it necessary to be fully addicted to things which we use everyday? Electricity, oil, gas and other raw materials entertain constitute the basic pillar of today’s world. If something went wrong with them the mankind would become disabled like a one handed or even completely independent person.

“Our rapid growth, ever more industrialized human population exists within a carefully balanced global system of physical processes that circulates chemical elements through the solid earth, hydrosphere, atmosphere, and biosphere. From agricultural land and water management, to extraction and combustion of fossil fuels, to industrial and municipal disposal of waste products, modern human activity has overprinted natural Earth cycles with synthetic ones. In many cases, these man-made alterations to the natural environment negatively impact the very Earth systems that sustain human life. Contamination of the hydrosphere and atmosphere, depletion of radiation-shielding stratospheric ozone, and anthropogenic global climate change are examples of changes induced by human environmental pollution.

Scottish-American naturalist and Sierra Club founder, John Muir (1838–1914), wrote, “When we try to pick out anything by itself, we find it hitched to everything else in the Universe (Lerner and Wilmoth Lerner).”

Technological boom goes hand in hand with deterioration of environment. Our planet is getting increasingly polluted and this has of course its consequences. Even though people live longer thanks to modern medicine and better medicine care they tend to be more susceptible to new illnesses called “Civilization diseases”. This term is relatively young and includes diseases like AIDS, cancer, asthma, allergies, depression and overweight. There come two basic questions: “Why the aforementioned illnesses occur only in last century and why is previously not any mention? What actually causes these “new”

diseases?” The answer to the first could be that in the past there were other serious diseases like whooping cough or plague which had devastating effect due to bad hygienic conditions, less developed medicine care and so on. Finally, science found the solution – various drugs and vaccinations. Second question had been examined by scientists of many branches and they say that “Civilization diseases” are caused by many factors. Let me mention just few of them: stress, hectic life style, environment, polluted atmosphere, lack of health care or even bad economic situation of the country less or more influence our lives and lives of our children.

1.1.1 General attitude

Unhealthy environment could be viewed in two ways - first, our still worsening living conditions and impact to the Planet; second, unhealthy environment as the general attitude and approach to basic human values.

In Europe, America and Japan, which stand for the most progressive and influential areas of the world, one can discover pretty common attitude. People are pushed to create their values according to the majority. Today’s children grow up in belief that when you become an adult your prime task is to find well paid job. Then it is necessary to possess wealth so they can buy cars, households and lands. After some time their jobs seem not enough and they try to find a job with an opportunity to grow. They start their own career to have the feeling that they are “Somebody”, somebody important. They work hard under the pretext of securing the family and forgetting the family itself. Then they become dissatisfied, because their partners are still arguing about something and in many cases they get divorced.

The family troubles in combination with work failure, present the ideal conditions for getting tired of everything - to get tired of the world around. There comes the probability to start drinking, using various addictive substances or gambling which has also devastating effects. If this situation last for a longer time it can easily result in more serious state of affairs.

Where is the happiness? Where is the joy of life? Why we care more about money than about other people? I am not giving you any of my personal opinion letting you make your own.

1.1.2 What does healthy style mean?

“Living a healthy lifestyle is not only about avoiding fatty foods, cutting down on caffeine and taking up an expensive gym membership. Health is not solely about the size of your body; it's about being happy within yourself, avoiding detrimental situations and substances and taking care of yourself as a whole. Ideally it would be a life long commitment but everyone knows that temptation is inevitable and if being healthy means being bored and deprived, then it will all go pear-shaped quickly.

Living a healthy lifestyle is about balance. You know what is good for you but you want what feels good to you. Exercise, a healthy diet and avoiding stress are the three most important ways you can ensure you are living a healthy lifestyle. Prevention is also a good thing to take on board. Have regular checkups with your doctor and dentist. Go for your pap smears, prostate checks, breast exams and any other examinations that will help you to catch early any potential hazards to your health.

Be aware of how much you enjoy your life. If each day seems like another reason to drag your feet then do something about it. We are a long time dead, live your life while you are here. Sure, it is not as simple as a two or three word answer, but identifying what ails you and rectifying it is the answer. Living a healthy lifestyle is up to you and you alone (Adams 2006).”

1.2 The importance of good health for managers

“The increase of social maturity is conditional for the good health of managers. Health is the basis for the quality performance of an individual; it contributes both to higher efficiency from the work point of view and to satisfaction in their personal life.

Good health is the basis of all the three pillars of competence, which also means of professional efficiency and personal skills. The human organism makes the effort to be naturally healthy. However, it can only cope with difficulty with the continuous action of “destructive energies” like stress, over-fatigue, psychosomatic diseases, etc.; although it can resist them for quite a long time. The long-term action of such “energies” first causes mental unstableness and emotional problems and then, as a consequence, psychical difficulties, too.

We can divide health into physical and psychic (psychological). It is said that our physical health is the consequence of our mental health, i.e. the state of mind. The majority of people do not realize the importance of the psyche, because so far they have had no

problems, with it, and they consider themselves to be totally healthy. However, this only reflects their physical state. People often underestimate the psychological load. The weakened organism is not able to defend itself and succumbs to physical illnesses. Long-term psychological overload leads to the reduction of work efficiency, tiredness and mental unstableness.

Priority should be given to care about one's psychological health, especially for those who mainly work mentally. This also applies to the management subjects, owners and managers of organizations. They should therefore learn to recognize the signals of their tiredness and include having a rest in their plans as an equivalent part of their work activities. Rest and relaxation are a very important "activity" for people. Especially today, when the requirements on one's work performance are even higher, but people still remain the same. Modern life is full of pressures and frustrations. In other words: it's stressful. Stress has a positive effect in some situations, because it forces a person to better performance. This reaction gave our predecessors the energy to fight with aggressors or to escape from them. It helped the race to survive (Porvazník, Ladová and Rajošová 2008, 99)."

1.3 The body was created to be in action

"There's no question that regular exercise is essential to health. Our Palaeolithic ancestors had a different word for exercise: life. For the vast majority of our evolutionary history, humans had to exert ourselves – often quite strenuously – to get food. We naturally spent a lot of time outdoors in the sun, walking, hunting, gathering, and performing various other physically-oriented tasks. We had no concept of this as "exercise" or "working out". It was just life (Kresser)."

1.3.1 There are many ways how to move your body

"Moving frequently at a slow pace means approximately 3-5 hours a week of low level activity like walking, cycling, gardening, hiking, performing manual labour, etc. This mimics our ancestral pattern of movement, helps maintain a healthy weight, promotes proper metabolic function and provides a foundation for more strenuous activity. Another benefit of this type of activity is that it is often performed outdoors. Spending time outdoors reduces stress, increases vitamin D levels, and brings us pleasure, joy and a sense of connection with the world around us (Kresser)."

1.3.2 The importance of movement in kids' development

“It is important that all young children are physically active every day. In fact, physical activity may play a bigger role in a child's development than previously believed. Recent research suggests that promoting movement and activity in young children can help increase memory, perception, language, attention, emotion and even decision making. When language is combined with movement, learning increases 90 percent. Movement has also been shown to help calm and promote alertness in infants.

Helping young children develop basic movement skills will not only help to increase their school readiness and school success later in life, it will also help them build a foundation for a healthy and active lifestyle as they grow.

Dance is recommended because it connects dancing movement with the joy of music. From the smallest to us adults music has the power to play with our feelings and dancing makes them even stronger (Moyses).”

2 HISTORY OF DANCE

2.1 Short origins

“It is unlikely that any human society (at any rate until the invention of Puritanism) has denied itself the excitement and pleasure of dancing. Like cave painting, the first purpose of dance is probably ritual - appeasing a nature spirit or accompanying a rite of passage. But losing oneself in rhythmic movement with other people is an easy form of intoxication. Pleasure can never have been far away. Rhythm, indispensable in dancing, is also a basic element of music. It is natural to beat out the rhythm of the dance with sticks. It is natural to accompany the movement of the dance with rhythmic chanting. Dance and music begin as partners in the service of ritual (Samuel).”

2.1.1 Dance as a ritual

“In most ancient civilizations, dancing before the God is an important element in temple ritual. In Egypt the priests and priestesses, accompanied by harps and pipes, perform stately movements which mime significant events in the story of a God, or imitate cosmic patterns such as the rhythm of night and day. At Egyptian funerals, women dance to express the grief of the mourners.

Sacred occasions in Greek shrines, such as the games at Olympia from the 8th century BC, are inaugurated with dancing by the temple virgins. The Chorus is originally just such a dance, performed in a circle in honour of a God. In the 6th century it becomes the centrepiece of Greek theatre (Samuel).”

2.1.2 Dance as an entertainment

“Egyptian paintings, from as early as about 1400 BC, depict another eternal appeal of dancing. Scantly clad girls, accompanied by seated musicians, cavort enticingly on the walls of tombs. They will delight the male occupant during his residence in the next world. From princely banquet to back-street strip club, they require no explanation.

Any sufficiently uninhibited society knows that frantic dancing, in a mood heightened by pounding rhythm and flowing alcohol, will set the pulse racing and induce a mood of frenzied exhilaration. Entertainment, and the closely related theme of display, underlies the story of public dance. In the Middle Ages on the courts of Europe spectacles of this kind lead in the end to ballet (considered to be the highest technical form of dance), (Samuel).”

2.2 Development of street dance

“Street dance is an umbrella term used to describe dance styles that evolved outside of dance studios in more everyday spaces such as streets, school yards and nightclubs. They're often improvisational and social in nature, encouraging interaction and contact with the spectators and between dancers.

Today, street dance is commonly used to describe the many hip hop dances and funk dance styles that began appearing in the States during the 1970's. These dances are still alive and evolving within the hip hop culture today. Most of these styles are considered African American in origin dances as they first appeared within these communities.

Many street dance styles grew out of the needs of young people and the lack of affordable dance studios. The dances initially offered an alternative to gang violence, offering new ways to form social bonds and expressing their feelings through non violent and creative methods (Urbankrew).”

3 MANAGEMENT

3.1 The importance of management

“It helps in achieving group goals

It arranges the factors of production, assembles and organizes the resources, integrates the resources in effective manner to achieve goals.

Optimum utilization of resources

Management utilizes all the physical & human resources productively. This leads to efficacy in management.

Reduces costs

It gets maximum results through minimum input by proper planning and by using minimum input & getting maximum output. Management uses physical, human and financial resources in such a manner which results in best combination. This helps in cost reduction.

Establishes equilibrium

It enables the organization to survive in changing environment. It keeps in touch with the changing environment.

Essentials for prosperity of society

Efficient management leads to better economical production which helps in turn to increase the welfare of people. Good management makes a difficult task easier by avoiding wastage of scarce resource. It improves standard of living (Juneja, Juneja).”

3.2 Brief history of management theories

3.2.1 Contingency theory

“Basically, contingency theory asserts that when managers make a decision, they must take into account all aspects of the current situation and act on those aspects that are key to the situation at hand. Basically, it’s the approach that “it depends.” For example, the continuing effort to identify the best leadership or management style might now conclude that the best style depends on the situation. If one is leading troops in the Persian Gulf, an autocratic style is probably best (of course, many might argue here, too). If one is leading a hospital or university, a more participative and facilitative leadership style is probably best (McNamara).”

3.2.2 Systems theory

“Systems theory has had a significant effect on management science and understanding organizations. First, let’s look at “what is a system?” A system is a collection of part unified to accomplish an overall goal. If one part of the system is removed, the nature of the system is changed as well. For example, a pile of sand is not a system. If one removes a sand particle, you’ve still got a pile of sand. However, a functioning car is a system. Remove the carburettor and you’ve no longer got a working car. A system can be looked at as having inputs, processes, outputs and outcomes. Systems share feedback among each of these four aspects of the systems.

The effect of systems theory in management is that writers, educators, consultants, etc. are helping managers to look at the organization from a broader perspective. Systems theory has brought a new perspective for managers to interpret patterns and events in the workplace. They recognize the various parts of the organization, and, in particular, the interrelations of the parts, e.g., the coordination of central administration with its programs, engineering with manufacturing, supervisors with workers, etc. This is a major development. In the past, managers typically took one part and focused on that. Then they moved all attention to another part. The problem was that an organization could, e.g., have a wonderful central administration and wonderful set of teachers, but the departments didn’t synchronize at all (McNamara).”

3.2.3 Scientific management theory (1890-1940)

“At the turn of the century, the most notable organizations were large and industrialized. Often they included ongoing, routine tasks that manufactured a variety of products. The United States highly prized scientific and technical matters, including careful measurement and specification of activities and results. Management tended to be the same. Frederick Taylor developed the: scientific management theory” which espoused this careful specification and measurement of all organizational tasks. Tasks were standardized as much as possible. Workers were rewarded and punished. This approach appeared to work well for organizations with assembly lines and other mechanistic, routinized activities (McNamara).”

3.2.4 Bureaucratic management theory (1930-1950)

“Max Weber embellished the scientific management theory with his bureaucratic theory. Weber focused on dividing organizations into hierarchies, establishing strong lines of

authority and control. He suggested organizations develop comprehensive and detailed standard operating procedures for all reutilized tasks (McNamara).”

3.2.5 Human relations movement (1930-today)

“Eventually, unions and government regulations reacted to the rather dehumanizing effects of these theories. More attention was given to individuals and their unique capabilities in the organization. A major belief included that the organization would prosper if its workers prospered as well. Human Resource departments were added to organizations. The behavioural sciences played a strong role in helping to understand the needs of workers and how the needs of the organization and its workers could be better aligned. Various new theories were spawned, many based on the behavioural sciences (some had name like theory “X”, “Y” and “Z”), (McNamara).”

3.2.6 Chaos theory

“As chaotic and random as world events seem today, they seem as chaotic in organizations, too. Yet for decades, managers have acted on the basis that organizational events can always be controlled. A new theory (or some say “science”), chaos theory, recognizes that events indeed are rarely controlled. Many chaos theorists (as do systems theorists) refer to biological systems when explaining their theory. They suggest that systems naturally go to more complexity, and as they do so, these systems become more volatile (or susceptible to cataclysmic events) and must expend more energy to maintain that complexity. As they expend more energy, they seek more structure to maintain stability. This trend continues until the system splits, combines with another complex system or falls apart entirely. Sound familiar? This trend is what many see as the trend in life, in organizations and the world in general (McNamara).”

3.3 Holistic management

“Holism can be defined as the capability of a subject to fully and simultaneously identify and solve the problems of elements, parts and units in their common relationships. Holism is a unique unit feature which is not characteristic for any element or part of a unit, but something new, emergent (being born), being created from the mutual interaction of elements.

A manager’s competence – their holistic, emergent feature is a characteristic given by their personal ability, social maturity and practical skills. The human being is not the most

perfect creature in nature on the other hand they must continuously learn to be competent in relation to nature and to other people. Competence is a holistic quality for a manager such when humanity prevails egoism, and knowledge over the ignorance to realize things in practice.

The illness of today's world is directly proportional to our inability to see it as a single unit, wrote P. M. Senge. It is possible to say about systemic management that it is a discipline of the perception of units through their parts and structures – or, it is the ability to perceive very fine interactions (i.e. relationships and links) which provide live, dynamic systems with the unique character of unit (Porvazník, Ladová and Rajošová 2008, 270-271).”

3.4 Teambuilding – the importance of team work

3.4.1 Working Team

“The working team is a certain, rather small number of people (usually 3-8 members) with complementary capabilities, qualities, knowledge and skills that is established with the intention of solving certain more complex projects, tasks or problems. Teams are currently the basic working units in organisations and the success of the projects, organisations and the parts thereof depends on them. The success of a team depends on the competence of the individuals, i.e. members forming it - but also on other facts, listed below:

- On the principles and methods of team creation.
- On the principles and methods used in team management and also on the competence of the team leader.

3.4.2 Team creation

“Team creation is a complex managerial problem with many organisational, economical, psychological, and other social manifestations. The opinions, attitudes and visions of people about what is right and what is not, what leads to success, what is tolerable and what is punishable, what is the right function of the team, if its leader is competent, etc., all mean issues that can be covered by the term the "organisational culture" represent important factors for the creation and overall success of the work of teams (Porvazník, Ladová and Rajošová 2008, 163-164).”

3.5 Team motivation

3.5.1 Natural motivation

“The motive is something that drives the human’s organism to set himself a goal by means of the activity and to achieve it. This “something” is characterized as “internal tension”, “internal urge”.

The human consciously (but also unconsciously) develops the activities to satisfy first of all his priority and secondary needs. Among the priority needs there are: psychological need for food, water, sleep and lodging. Other needs can be designed as secondary, and among them there are: self-respect, social position, friendship, generosity, fruitfulness and desire for self assertion. The intensity and extend of these needs is different for individual people and it varies in time.

Any human activity is provoked by the effort to satisfy certain needs or desires. The motives – incentives or stimuli as the driving force of the activities can come from people with higher, but also with equal authority. They can also come from inside, from internal needs of the man. The motivation profile of every human is different. By certain people the needs prevails for the motives from outside, by the others from inside. Regardless to where from do they come, the man is motivated at the most, when the internal and external motives are equiponderant (Porvazník, Ladová and Rajošová 2008, 181-182).”

3.5.2 Scientific view of motivation

“The motivation is a complex term with psychological, biological, economical, psychological, sociological but also other manifestations. The term motivation relates to the activation, it means invocation of the man’s activity, to organization of his organism and in the same time to the coordination of the developed activities in certain direction, to certain objective. We speak here about psychical and psychological activation.

The man always looked for and enforced certain motives – rewards and penalties, principle of “honey and whip” to influence the behaviour of other people. The principle was applied for many centuries that is possible to motivate people only by enforcing and using of power and its tools – punishment of fear.

The motivation changes in time according to the changes of people’s needs. It is therefore necessary to know what people are motivated by and once in a while make a survey of what do the workers appreciate the most.

From the up-to-now indicated reflection about motivation it is possible to differentiate:

- I. Positive X Negative motivation
- II. Internal X External motivation
- III. Material X Non-material motivation

The above distinction of motivation types is not the only one possible. However, it has a practical signification. For instance, currently it is required to apply mainly the positive motivation, motivation with human manifestations of invocation of man's activity (Porvazník, Ladová and Rajošová 2008, 181-182)."

3.6 Control is a process of planning, organization and inspection

"Control is a process of the step-by-step implementation of the control functions. If we define a random number of any control functions in their basic or developed forms, the implementation of any of them is an information process. What does it mean? Simply, that the setting of objectives (planning), the implementation of an objective into concrete products (organization), and the evaluation of the quality and effectiveness of this implementation (inspection), is still based on the use of information.

Control has an information substance. The more competently we can define what information we need for the exercise of control functions, the more unambiguously we can identify the accessible resources and the shorter the time of their acquisition and use, the more positive is the result of the implementation process of control functions.

The following interpretation is well-known: the material world is represented by mass, and energy represents the movement of mass, and information represents the orderliness (or disorderliness) of mass movement (Porvazník, Ladová and Rajošová 2008, 341)."

4 TEAM MEMBERS

4.1 Cognitive qualities of people

“Cognition is a process in which management subjects acquire knowledge about the facts associated with objects, and the use of thereof for one’s own benefit. Cognizance as the result of cognition depends on in-born and acquired human qualities. If a person has such qualities which enable them to acquire more usable knowledge quicker than others and succeeds in changing them into concrete activities, we can say that they are more efficient, that they have better – i.e. more mature discrimination, or cognition qualities.

Cognition qualities are closely connected with a person’s creativity, with their qualities as a creator. However, they are not identical. A person who is able to perceive distinguish things and problems does not need to be creative. They can have either conformal or creative qualities (Porvazník, Ladová and Rajošová 2008, 76).”

4.2 Creativity development methods

“Creativity is a quality of a person that enables them to look for new, non-traditional solutions of existing problems and to create new opportunities. The neuro-psychical basis of creativity is connected with the finest activities (interactions) of the cells of the nervous system and the brain waves in both brain hemispheres. One side is devoted to logical and analytical thinking and the other to emotional activities.

The creative person is original. They feature the creative way of thinking and acting – the real creation of original values. The creative person is characterized by two types of creative qualities: natural (generic) and acquired (through education).

Creativity conceals within itself great, almost miraculous power – not only because it fills a person with creative thinking and problem solving, but also satisfies them emotionally, enriches them and fills them emotionally.

The professional literature and lectors undertaking to develop the creativity of managers describe and use an endless quantity of methods. The question arises, whether there re any methods applicable to all management subjects under all conditions. It is possible to answer this with the statement of Francois Picabio: “Our head is round to enable the thinking to change directions; creativity means seeing what others do but thinking something different about it.” We could continue with the statement of Albert Einstein: “The imagination is much more important than knowledge.”

The following briefly-described methods can be added to the selected creativity development methods. Special attention is given to the first three of them:

- Brainstorming.
- The Scamper Method.
- The Heuristic Method.
- Creative stories.
- Creative tasks.
- Creative tests (Porvazník, Ladová and Rajošová 2008, 76-84)."

4.2.1 Brainstorming

"Brainstorming is one of the most frequently-used techniques for the creation of new ideas. However, quite often it is not used efficiently enough. How can we work effectively with brainstorming? Let's begin with a couple of general rules.

Basic rules for brainstorming:

- Everything is acceptable – postpone the evaluation until later.
- Record all your thoughts and ideas.
- Develop yourself.
- Strive for quantity, (everybody should contribute at least 10 ideas).
- Set an "incubation" time, (have a break and only after decide how to continue).

Composition of brainstorming group:

- The group should have 4-8 people.
- Appoint one or two to record the ideas.
- Set a time limit.
- Be assured that everybody understands the problem.
- Make sure that all ideas will be written in a visible place.
- When participants' energy levels drop, take a break.
- After the break, get the group to continue with the analysis of the problem.
- Select the best 5 ideas and the craziest one, and develop them further (Porvazník, Ladová and Rajošová 2008, 76-84)."

4.2.2 The Heuristic Method

"The Heuristic Method of creativity is used in cases where you are still getting acquainted with the details of the problem. The heuristic in the creative problem solving is connected

with the use of logical rules and rules of common sense. The basic rules of application are as follows:

- If you want to separate something, fix it to something else.
 - If you can't remove it, paralyze it.
 - Find a similar problem. Is it possible to use its solution?
 - Have a look at the problem from other point of view.
 - If you want to understand the problem better, model it.
 - Eliminate everything that is unnecessary.
 - Fragment the problem into smaller parts and set the goals for these smaller parts.
 - Extend, narrow, turn upside down, replace, change, and create new groups.
 - Have a look what is hidden.
 - Less is more.
 - If any procedure fails, try the opposite one
- (Porvazník, Ladová and Rajošová 2008, 76-84).”

4.2.3 The Scamper Method

“Scamper is based on the notion that everything new is a modification of something that already exists. Each letter in the acronym represents a different way you can play with the characteristics of what is challenging you to trigger new ideas.

Here are a few questions you could ask:

- S (Substitute): "What can I substitute in my selling process?"
- C (Combine): "How can I combine selling with other activities?"
- A (Adapt): "What can I adapt or copy from someone else's selling process?"
- M (Magnify): "What can I magnify or put more emphasis on when selling?"
- P (Put to Other Uses): "How can I put my selling to other uses?"
- E (Eliminate): "What can I eliminate or simplify in my selling process?"
- R (Rearrange): "How can I change, reorder or reverse the way I sell?"

The Scamper Method is a recommendation of intellectual procedure in problem solving (Passuello).”

4.2.4 Outdoor-training

“Nowadays it is very popular way of education of both students and managers based on practical experience. The purpose of this trend is to solve fictional problems outside the school or company and find out the managerial abilities of each participant. Creativity,

independence and cooperation represent the technique which is relatively new. During outdoor-trainings there is used a wide scope of activities. These games are just simulations but they must be solved as they are real. Each course is focused on other aspect of managerial work.

- Students and managers are obtaining own experiences.
- Every participant discovers his strengths and weaknesses.
- There is a number of varieties and combinations of these trainings (Svatoš and Lebeda 2005).“

4.3 Personality traits

“In the process of a person’s active working and personal life, their relationship are formed to the world, to other people, to themselves and these relationships also influence their way of thinking and acting and it is the content and form, essence and modes of the relationships to society, work, and people and to themselves which form their personality. In this way, the personality is the expression of the relationship of a person to the values which fulfil the human essence and make sense of life.

Why is necessary to know the qualities of people, their own qualities and those of the collaborators?

It is mainly due to the fact that personality qualities show what a person is really like. The properties of personality limit a person’s activities and the discovery of his behaviour, actions and manifestations to a certain extent. Human qualities have certain intensity and are formed through the behaviour of a person in the conditions which they work and live.

If we know a person’s personality qualities, we can asses their current behaviour and also estimate its development. Assessment and “measurement” of people’s qualities can vary considerably because we can examine not only the somatic but also other character, creative and temperament features. While we can obtain date relatively simply by somatic qualities (like height, weight, muscular power, etc.); spiritual qualities (like emotions, will, character, etc.) and the assessment thereof encounter several problems. However, this area is currently evolving quite rapidly and especially the approach in which psychic properties are structured into several groups – each one distinguishing 16 to 35 or evrn more indices (denominators, for instance – by adjective) enables the relevant (predicative) personality assessment through the use of so-called “psychosomatic tests” and their processing through the relevant software.

I. Personality traits, internally divided into:**Volition qualities** – also called activation qualities

These express one's will power to be active. The relationship of a person to the activities they perform derives from them.

Human-wide qualities – These qualities express a person's relationship to:

- The world and their basic values orientation.
- Other people, the organizations in which they work, to the region and, the society in which they live.
- Themselves.

II. Differentiation and creative qualities – They express the ability to identify problems and to solve them in a creative, non-traditional way. They also express people's innovative ability.

III. Temperament qualities – They express above all intensity, nature and speed of reaction to various impulses during the development of working and also personal activities. Such as emerge by means of temperament qualities, like excitement, moodiness, melancholy, placidity, discretion, etc.

IV. Somatic qualities – A person's psychical qualities. They work-related efficiency (performance) and the extent to which activities in one's personal life depend on them.

In the professional literature, a different definition of the structure of a person's qualities also exists. For instance, according to Eysenck, one of the most important authors in human psychology, the structure of a person's qualities is made up of the following qualities:

- Cognitive (represented by intelligence)
 - Conative (represented by character)
 - Effective (represented by temperament)
 - Somatic (represented by psychical constitution)
- (Porvazník, Ladová and Rajošová 2008, 67-68, 71)."

4.4 Belbin's questionnaire

"This is a useful tool to identify a person's team profile. It consists of seven parts (i.e. questions). Every one of them takes into account one specific aspect of operating in a team. One section contains eight affirmations from A to H. The individual affirmations represent eight approaches to behaviour in a team – ranked according to Belbin's 8 roles.

None of the questions has an unambiguous right answer. Every personality profile is unique. It reveals something about you. The questions are posed in such a way that you could select from one or more suitable answers. Some of them describe your attitudes, feelings or reactions more precisely than others.

With a view to reflecting all of your attitudes in the final evaluation as precisely as possible, you need to allocate exactly 10 points to each question of the individual affirmations (A – H). You can assign an arbitrary number of points to every statement such that their sum for any one question equals 10 (Porvazník, Ladová and Rajošová 2008, 397).”

4.5 How to be a good manager

“I believe anyone can be a good manager. It is as much trainable skill as it is inherent ability; as much science as art. Here are some things that make you a better manager.”

F. John Reh

As a person

- You have confidence in yourself and your abilities. You are happy with who you are, but you are still learning and getting better.
- You are something of an extrovert. You don't have to be the life of the party, but you can't be a wallflower. Management is a people skill - it's not the job for someone who doesn't enjoy people.
- You are honest and straight forward. Your success depends heavily on the trust of others.
- You are an includer not an excluder. You bring others into what you do. You don't exclude other because they lack certain attributes.
- You have a 'presence'. Managers must lead.
Effective leaders have a quality about them that makes people notice when they enter a room.

On the job

- You are consistent, but not rigid; dependable, but can change your mind. You make decisions, but easily accept input from others.
- You are a little bit crazy. You think out-of-the box. You try new things and if they fail, you admit the mistake, but don't apologize for having tried.

- You are not afraid to “do the math”. You make plans and schedules and work toward them.
- You are nimble and can change plans quickly, but you are not flighty.
- You see information as a tool to be used, not as power to be hoarded (Reh)

5 MARKETING AND MANAGEMENT

5.1 Importance of marketing for N-yoj

For N-yoj Dance Team it is very important to deal with marketing. It makes the communication between provider and customer and includes strategies good for developing companies. If one wants to be “visible” he has to be able to “make himself visible”.

5.2 Marketing

“We can distinguish between a social and a managerial definition of marketing. A social definition shows the role marketing plays in society. One marketer said that marketing’s role is to “deliver a higher standard of living”. Here is a social definition that serves our purpose: Marketing is a social process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others. For managerial definition, marketing has often been described as “the art of selling products”, but people are surprised when they hear that the most important part of marketing is not selling! Selling is only the tip of the marketing iceberg.

Peter Drucker, a leading management theorist, puts it this way:

There will always, one can assume, be need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. Ideally, marketing should result in a customer who is ready to buy. All that should be needed then is to make the product or service available (Kotler, Hoon Ang, Meng Leong, Tiong Tan 2003, 10).”

Marketing deals with identifying and meeting human and social needs. One of the shortest marketing definitions is “meeting needs profitably”. The American Marketing Association offers the following definition. Marketing is an organizational function and set of processes for creating, communicating and delivering value to customers and for managing customer relationships in way that benefit the organization and its stake holders. We see marketing management as the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value (Kotler, Keller 2007, 3).”

II. ANALYSIS

6 N-YOJ DANCE TEAM

6.1 Development of the Team

N-yoj Dance Team meets every Thursday and Saturday and dance under the auspices of “Dům Děti a Mládeže Vyškov” (DDM Vyškov). They train in Vyškov Dance Hall called Pinocchio. In cooperation with professional lecturers N-yoj takes part in National Competition of Show dance, Street dance and Modern dance. Half a year they spent in the gym and after many hours of creating, and practicing they show fruits of their labour to the public. In 2006, 2008 and 2010 N-yoj Dance Team came the 3rd at Czech Street Dance Championship in Show Dance and in 2009 the Team won this competition with the “Žbluňk” choreography and acknowledged that they are able to compete with the best Czech dance groups.

N-yoj was created in 2003 and originated from break dance crew joining the dance group I.N.D. After the Team was joined by Eva Fialová (lecturer of Viktoria Dance School in Brno) they took part in the competition named “Magický Region” in Brno. The very first choreography “Broučci” was not successful on the competition field but the enthusiasm of dancers grew up. Year 2004 brought the “Circus” formation led by Eva Fialová, Petr Keresztes and Libor Hučík. With this choreography dancers gained valuable experiences on competitions and great response from Vyškov audience. On the “Festival tanečního mládí 2004” N-yoj occupied the 3rd place and celebrated its first success.

Years 2005 and 2006 saw a breakthrough. Thanks to trainings and workshops the Team developed and achieved its first significant success. On the Championship of the Czech Republic N-yoj occupied 3rd place with the formation named “Kanjec filma”.



Figure nr. 1 Team photo (Krupička)

In 2007 the dance group had to change the leader because of illness of Eva and the soul of the Team and the author of choreography became Petr Keresztes. Co-authors of “Ta správná generace je” were Libor Hučík and Lucie Flochová and together they prepared the Group to the next series of competitions “Magický Region” and “Festival tanečního mládí”. In the competition N-yoj occupied 3rd place in the region, but on the national contest in Plzeň the Team did not get any medal.

In 2007 the cooperation with the dance director Pavel Kapoun (Leader of X-side dancers and dance teacher at Masaryk University Brno) began. This cooperation turned out to be very beneficial and it continues until nowadays. The year 2008 was filled with numerous successes “Magický Region in Brno” – 2nd place, and Moravian Championship in Ostrava – 2nd place, and Championship of Czech Republic in Brno – 3rd place (choreography “Neposlušné tenisky”). This showed the ability of N-yoj Dance Team to compete with other dance groups on the national level.

In 2009 came the biggest success in the whole career of N-yoj Dance Team. With the choreography “Žbluňk” under Pavel Kapoun leading the Team reached to the highest rung and won the Championship of Czech Republic in Street Show in the 2nd national league. This first place proved the high quality of dance technique of N-yoj and the Team moved up in imaginary top spot of dance groups in Czech Republic.

Next year after previous success N-yoj was put into difficult position. Upholding the primacy is always a hard thing and everyone from the Team knew it. The choreography “Život v muzeu” won the regional competition with the procedure to Moravian round. This took place in Přerov and was same successful as the previous one – N-yoj ended on the 1st place. This was the first time when N-yoj Kids and N-yoj Bučovice compete as well. On the Czech Republic Championship in high competition the Team obtained the 3rd place. Although it was a nice achievement everybody was a bit disappointed because they wanted to repeat their victory from 2009. This is life, not every time goes everything according to our expectations.



Figure nr. 2 Team photo (Krupička)

6.2 N-yoj Dance Team and Libor Hučík

Since 1999 I have actively devoted my time to dancing and apart from my studies dance is the main focus of my life. I started with Standard and Latin dances which I practised for 3 years. Then break dance charmed me and after some time I became a lector of break dance at “Dům Děti a Mládeže Vyškov”. We prepared some performances for AVON together with I.N.D. dance group and that was just a small step to hip hop and other styles of street dance. I have got also experiences with Renaissance and Spanish dances taught at “Základní umělecká škola” in Vyškov. The reason why dance has always attracted me is simple. You can express yourself in so many ways and you can feel the freedom of movement which I enjoy every time. If you are more interested to my career please see “appendices” where you can find my current CV.

N-yoj Dance Team began with 16 members in 2003. Today there are about 100 people dancing in this collective. They show their excitement to dance for eight years and want to share their joy with others. The N-yoj Dance Team specializes in street dance and currently is the biggest and most influential dance group in Vyškov.

As one of the founders and one of the five leaders of the Team I perceive N-yoj as “our common child”. We take care of it, bring it up, educate and do everything possible to be the best parents. I have experience with creating choreographies and also dance teaching. For three years I am in the role of PR - Manager (negotiating the conditions of performances with customers, finding sponsors and also setting up new ways of promotion).



Figure nr. 3 Team photo (Krupička)

6.3 Curriculum vitae

Personal info:

N-yoj Dance Team, founded in January 2004, single
Work under the auspices of “Dům Děti a Mládeže Vyškov
Pinocchio Dance Hall
Dědická 130
Vyškov
68201
Czech Republic
Tel.: +420 733 208 701
E-mail: n-yoj@seznam.cz
Web: <http://nyoj.tym.cz/>

Management:

Eva Kellner Fialová, Lucie Flochová, Andrea Zaviačičová,
Petr Keresztes, Libor Hučík

Education:

- 2007-2011: Cooperation with choreograph Pavel “Kapi” Kapoun
- 2009-2010: Workshops with “Wahe” (BDS Academy Prague)
- Considered to be the most universal Czech street dancer
- 2009: Workshops with “Sanchez” (T-Bass Hradec Králové)
- Considered to be the second best Czech street dancer
- 2008-2010: Workshops with “Alča” (Alyaschka crew Prostějov)
- 2006-2011: Attendance of the front N-yoj dancers at Street Dance Kemp (Jedovnice)
- The biggest street dance workshop in Europe
- 2004-2006: Choreographers: Evička, Kerda a Boba

Work experience:

- 2009-2010: Teaching of dance for Spinning Club, Rousínov
<http://www.club-sport-rousinov.websnadno.cz/>
- 2008-2010: Workshops for dance group in Opočno
- 2004-2005: Teaching of dance for TŠ Viktoria, Brno
<http://www.tsvictoria.cz/>
- 2004-2006: Workshops of street dance for Studio Ilony Brunové, Brno
- 5 Summer Camps in Hustopeče and Luhačovice region

- Dance Styles:** Hip Hop dance, House, Break dance, Lockin', Poppin', Krump, Modern dance
- Achievements:**
- 2009: 1st place - EDLT Czech Republic Championship (2nd national league)
- 2006, 2008, 2010: 3rd place EDLT Czech Republic Championship (2nd national league)
- Performed at:**
- 2011: Prcek Amateur Contest – Hip Hop and Break Battle
- Organised by Fakt Crew and N-yoj Chilli Crew
- 2010: N-yoj show – Final show after the whole season
- Organised by N-yoj
- All 100 dancers performed
- Jesus Christ Superstar – musical (Slavkov u Brna)
- 2009: Sport Prague – sporting goods fair (Prague Exhibition Centre - In-line skates Hall)
- Rock Shock - music festival (Vyškov Airport)
- Czech Majorettes Championship (Vyškov)
- Fashion Shows (Zlín, Slavkov u Brna)
- 2004-2011: Balls in Vyškov and nearby
- 4-5 shows during the winter season
- Discotheques (Disco Peklo Vyškov, U Prcka Vyškov, No-limits Bučovice, Underground beach Club Rousínov)
- Performances for DDM Vyškov (Majáles, Paragraf 11/55, Čertoviny, Pomozte dětem)
- Character:** I'm independent, creative, active, flexible, purposeful and joyful. I'm willing to learn new things and like getting new experience.
- Hobbies:** Movement, dance, music, fun, joy, enjoy, making people smile.

7 BUILDING THE TEAM

7.1 Way to N-yoj

The recruitment for broadening the N-yoj lines takes place in Pinocchio Dance Hall every September; the lessons where people can learn to dance are held during the whole year. They are lectured by Petr Keresztes and Lucie Flochová. Here one can develop his or hers personal skills and improve their dancing. While the year goes they spent much time in gym where they practice doing the same moves again and again. Repeating basics of various styles they get the universal grounding for acting in NDT. After the season there is a final practice divided into groups dancing to the music. All the lessons are monitored by managers of the Team and the chosen ones have the possibility to dance in the main dance Team.



Figure nr. 4 Team photo (Team archive)

7.2 Performing in-joy

Before the Dance Team reaches the Floor it is necessary to train first. It begins in September by teaching the specific steps and movements. The music is chosen by choreographs according to the mood of the performance. Finally the dancers are supposed to look in front of them selves and not on the ground. That might be a fairly philosophical idea – like for every day.



Figure nr. 5 Team performing (Krupička)

7.2.1 Major performance

N-yoj Dance Team likes to do the work first so half a year they train for small performances, balls, discos and other social events. After Christmas they usually start thinking about the creation of a new idea for the choreography. It is said that more heads know more. So choosing the best suitable option is not always an easy thing because there are usually 20 opinions. But sometimes the theme just comes up. This year N-yoj compiles the Shakespearian story about Romeo and Juliet and currently continues the cord of competing in The Big Game. (3rd place Regional Championship, 1st place Moravian Championship)



Figure nr. 6 Team photo (Krupička)

7.2.2 Small performance

The Team does smaller performances for the ball season and other events. Thanks to these performances they become widely known in Vyškov region, in Rousínov, Bučovice and Slavkov. The best dancers of the group show their excitement in videos – DVD included. Special attention is devoted to the very last performance – Time is tickin'. The authors of this choreography are Libor Hučík and Markéta Vlčková.



Figure nr. 7 Team promo-flyer (own elaboration)

7.2.3 Performance – dance definition

Certain work hidden behind the result shows the ability of the people involved to produce biggest possible accomplishment in the field of dancing. The final product is performed before the potential customers at various public events. It is sold for money and other exchangeable stuff.

Performance

- Creation
- Shaping
- Drill
- Completing
- Performing



Figure nr. 8 Team photo (Team archive)

7.3 Communication

Communication in the Team is important. The whole group meets twice a week looking forward to every Saturday when there is the main training. They enjoy dancing not only because of dance itself but also because of the fun they have during practice. Although there are some disagreements and misunderstands everyone get on well with everyone. That is the basic pillar of the team – people.

It is said “How many people, so many views” – the same situation is in N-yoj. When speaking about the key questions like choreography, costumes or performances there comes a debate full of enthusiasm. Members should present their opinions in a way that attracts all the other members of the Team (usually 22 people). People are used to express their attitudes and with careful guiding the discussion comes to the end while everyone is satisfied.

7.4 Motivation

Motivation is like an engine pushing us forward. Without being motivated every activity seems to be more complicated than it in really is. In real it is highly important to motivate people to provide better outputs. Because of not having allocated funds N-yoj management uses its own techniques of motivation. They begin in the team, from people them selves because they like to create something extraordinary. When the enthusiasm of dancers gets higher, embedded energy also increases.

There are promo videos in progress which should create a little bit of competitiveness in the group because just the best ones are allowed to dance here. Events such as N-yoj show, Christmas party and Prcek Amateur Contest which are mentioned further, are surely good for the team. Speaking about the motivation to dance, there should be mentioned workshops with professional lecturers such as Wahe, Alča or Sanchez.



Figure nr. 9 Team kids (Krupička)

7.5 Promotion

N-yoj management tries to encourage the Team by filming promo-videos. The best dancers of the group are performing in the small company to create promo for N-yoj. They are the most skilled ones in order to make the video look as good as possible.

7.5.1 Promo from Zlín (2009)

Leader: Petr Keresztes

Location: Zlín, the storeyed parking place

Costumes: Filda Jež

Camera: Laco Korbel, Honza Hruška

Cut: Laco Korbel, Tomáš Vaďura

Actors: Petr Keresztes, Martin Otčenášek, Libor Hučík, Lucka Flochová,
Ajka Zaviačičová, Hanka Beranová, Ajka Kováčová, Lucka Kaňová

(In progress)



Figure nr. 10 Promo Zlín (Team archive)



Figure nr. 11 Team photo (Team archive)

7.5.2 Time is Tickin' (2011)

Leaders: Libor Hučík,
Markéta Maláčová

Location: PDA Vyškov, The Ball
of "Gymnázium Vyškov"

Camera: Petr Orálek

Cut: Petr Orálek



Figure nr. 12 Time is Tickin' (Team archive)

Actors: Libor Hučík, Maky Maláčová, Maky Vlčková, Nikča Mazánková, Lucka Flochová, Kristýna Hučíková, Šárka Piňosová, Lucka Kaňová, Denča Matoušková, Martin Otšenášek

(In progress)

7.5.3 Promo with Bohula

Leaders: Libor Hučík, Petr Keresztes, Bohula

Location: Vyškov

Camera: Honza Hruška, Petr Orálek ?

Cut: Tomáš Vaďura ?

(In progress, see chapter 10.3)



Figure nr. 13 Team photo (Team archive)

7.5.4 N-yoj show

N-yoj Team likes to entertain people and make them happy so the Team started to organise various events. N-yoj show stands for the recapitulation of all the dance performances of the certain year. In June 2010 one hundred people demonstrated together their dance art in “Posádkový Dům Armády Vyškov”. This happening was prepared to show the whole year’s work in one hour of entertainment and joy. N-yoj show ended with the main choreography “Život v muzeu” (3rd place on EDLT Czech Republic Championship).



Figure nr. 14 Kids at show (Team archive)

This kind of event organised for the first time, and it had surprising attendance and very positive response. Great feedback raised the enthusiasm to make N-yoj show also in 2011. Nowadays the date of the performance is being discussed. There are fourteen performances of N-yoj production which are in the state of preparation (Time is Tickin’, Povídky, Chilli, Fakt crew, Kids, Státní maturity, Basketbal, majorettes, Romeo and Juliet, and other).



Figure nr. 15 N-yoj Show (Team archive)

7.5.5 N-yoj battle

In December 2010 N-yoj Chilli Crew organised historically first battle in House and Hip Hop dance in pairs. Event was arranged in Pinocchio Dance Hall in Vyškov and it was for dancers of N-yoj and Fakt Crew. About twenty dancers showed their skills in street dance using their natural feeling of music. Freestyle is something else than team dancing. Freestyle can not be rehearsed by heart; one should dance and improvise to the released music.

The purpose of this kind of competition is not only to show the skills of dancers but also to encourage the rivalry in the Team. The result influenced the hierarchy in N-yoj and showed who is good at what. Motivation represents other significant points. People saw other styles of dancing of particular dancers than they could have seen at the trainings. It pushed the dancers forward to practice harder and become better.



Figure nr. 16 Boba and Tynka (Team archive)

Winners of Hip Hop

Boba a Tynka

Winners of House

Makča a Makča



Figure nr. 17 Winners (Team archive)

7.5.6 Prcek Amateur Contest

In April 2011 first amateur battle took place in “Discoclub U Prcka”. It was oriented towards freestyle in Hip Hop and 1 vs. 1 and 2 vs. 2 battles in Break dance. Strong participation, skilled performances and great audience created an unforgettable atmosphere. Vyškov saw an unique event and due to the good reviews hopefully not the last one. Main



organizers were Váša Roučka (Fakt Crew) and Prcek leadership. N-yoj Chilli Crew judged the Hip Hop dance part and Fakt Crew were juries of the break dance part. The event stands for really valuable experience for everyone involved.

Maky Vlky (N-yoj) – 2nd place, style Hip hop

Figure nr. 18 Makča (Team archive)



Figure nr. 19 Invitation card (M brijo)

8 MANAGEMENT OF N-YOJ

Mgr. Eva Kellner Fialová – Top manager

Choreographer, cares about children, deals with sponsors; the head of N-yoj

Manager of the Travel Agency “Školní zájezdy”

Bc. Lucie Flochová – Finance manager

Responsible for finances, deals with DDM Vyškov, writes articles; leader of N-yoj

Masaryk University, master’s degree; study of Ethnology (Institute of European Ethnology)

Bc. Andrea Zaviačičová – Kids manager

Responsible for children choreographies, deals with parents; leader of N-yoj

Masaryk University, master’s degree; Slovenian language and literature, 2nd semester

Petr Keresztes – Dance manager

Choreographer, dance instructor, specializes in freestyle and battles; leader of N-yoj

Masaryk University, bachelor degree; study of “Pedagogické asistenství oborů fyzika a technická informační výchova”, 6th semester

Libor Hučík – PR manager

Choreographer, dance instructor, Public Relations Manager; leader of N-yoj

Tomas Bata University, bachelor degree; English for business administration, 6th semester

Pavel Kapoun – Choreograph

Choreographer, dance instructor, leader of X-side dancers

Masaryk University, college teacher, choreographer, dance judge

8.1 N-yoj Dance Team

Managers: Eva Kellner Fialová, Lucie Flochová, Andrea Zaviačičová,
Petr Keresztes, Libor Hučík

Choreograph: Pavel Kapoun

Sat 11-13

Thu 17-18:30

NDT performs at various occasions such as balls, fashion shows, discotheques and other social events. They presented also at Vyškov Rock music festival – Rock Shock 2009, at musical “Jesus Christ Supestar” in Slavkov u Brna or at Sporting goods fair Sport Prague 2009. In the main Team currently dance 22 people and meet every Saturday and Thursday (before performances more often). It undertakes a function of front Team.

N-yoj Dance Team usually competes in the discipline Street show formation – 2nd National League, the main age category. Second league in order to not being forced to pay the membership fees entering to CDO (Czech Dance Organisation). That means that who win this competition is not acting Czech Champion, it is a group who pays the membership in CDO. Fees are voluntary and it does not mean that the paying groups are somehow better. Many of them perform better but not the all. Front Czech groups such as Magic Free Group, High Edition or Mighty Shake Zastávka also competed with N-yoj. Two years old golden medal means great success for Vyškov and It would be better to call best success of N-yoj – 2nd Master of Czech Republic in Street dance 2009.



Figure nr. 20 Team photo 2011 (Krupička)

8.2 N-yoj Chilli Crew

Leaders: Petr Keresztes, Václav Roučka

Choreographers: Petr Keresztes, Václav Roučka, Markéta Vlčková

Thu 18:30-20 Lucie Kaňová

N-yoj Chilli Crew is the second element of N-yoj beginning its own career in 2009 to represent the Team in clubs and battles in Czech Republic. Freestyle like the major activity develops skills in styles like hip hop, house, popping, locking. Although there are just four members dancing in this crew they mean very important and influential element. Their work you can see in N-yoj Chilli Promo videos. Among biggest achievements belongs



Figure nr. 21 Váša (Belmondo)

participation in final round of dance battle in Hype and dancing among 16 pairs in House in the big competition of 65. In April 2011 the Chilli members judged at home hip hop and break dance battle – Prcek Amateur Contest. This whole action originated thanks to Fakt Crew b-boys namely Váša Roučka and Managers of the club “U Prcka”.

Score

Kerda: final (7 to smoke) in style New Jack Swing, action Queens Style zone vol. 5

Kerda, Váša: 5 - 8th place of the 32, House dance pairs, action Queens Style Zone vol. 7

Kerda, Váša: 3rd place in House dance pairs, action Circle of Death vol. 2

Kerda: semifinal in stylu Hip hop, action VERSUS vol. 1

Váša: semifinal in style Hip hop, action Circle of Death vol. 2

Mart'a (Oča): semifinal in style Waacking, action Queens Style zone vol. 6

“As the success we regard every progress from the demo or very won battle without special attention to final score. Rarely happens that we do not move up from any of the battles. Also acknowledgements of the judges and dancers are considered to be as our achievements. Even in losing battle when we get one of three votes from juries we are satisfied.”

Petr Keresztes



Figure nr. 22 Kerda
(Belmondo)

In Vyškov they try to develop this culture by organizing Altánek Amateur Contest vol. 2 where Kerda and Váša danced the final battle and Váša won. With this they proved that they are the top Vyškov dancers and at the same time showed the organising abilities. N-yoj Christmas Party and Prcek Amateur Contest were the first steps to develop the culture of freestyle battles.



Figure nr. 23 N-yoj Chilli Crew (Team archive)

8.3 N-yoj Beginners

Leaders: Petr Keresztes, Lucie Flochová

Fri 17-18:30

“N-yoj Beginners” was created in 2010 like an imaginary stair into the main Team. The education focuses rather on basics in hip hop, house and hype than creation of choreographies. However that does not mean that youth are deprived of performing, after the season they will show their ability to dance in the first performance.

8.4 N-yoj Kids

Leaders: Eva Kellner Fialová, Andrea Zaviačičová

Choreographs: Eva Kellner Fialová, Pavel Kapoun

Sat 9:30-11

Children play an important role in the whole structure. They are stretched and full of energy so they adopt the abilities and moves faster. N-yoj Kids used to be divided in two parts but this year they connected to one to reach full staff of approximately thirty people. These pupils train twice a week lectured by Evička and Ajka. Because small children are not so independent lectors have to use quite different methods of education and are supposed to pay special attention.



Figure nr. 24 Kids (Team archive)

8.5 N-yoj Rousínov

Leaders: Lucie Limanovská, Šárka Piňosová

Choreographs: Lucie Limanovská, Šárka Piňosová

Mon 17:30-18:30

Wed 16:30-17:30

N-yoj Rousínov was founded in 2010 after series of summer workshops in local spinning centre. Thanks to high interest the group enlarged to 16 dancers and allows children in a small town to train and have fun. Nowadays this group creates own performances and under guiding show them in Rousínov and nearby. This year for the first time they also take part in the regional competition.



Figure nr. 25 Lucka in freeze (Team archive)

8.6 N-yoj Shoop Kids

Leaders: Eva Kellner Fialová, Jana Baštová

Choreographs: Eva Kellner Fialová, Jana Baštová

Wed 16-18

The group for children eight to twelve was founded in Bučovice in 2010. Small dancers train twice a week and the choreography is created by Eva Kellner Fialová and Jana Baštová. They perform in Bučovice region and also attend competitions. Although there were no expectations this year they proved that they can compete with other groups. The highest achievement is the 3rd place on TOPGAL Regional round 2011.

8.7 N-yoj Shoop Crew

Leaders: Lucie Kaňová, Eva Kellner Fialová

Choreographers: Lucie Kaňová, Eva Kellner Fialová, Pavel Kapoun

Wed 18-20

Sat 10-12

This group exists since 2010 and represents one of the most emerging part of the Team. Trainings take place twice a week in the gym of Business Academy in Bučovice. Although is this element of N-yoj relatively young dancers show quality performances and great enthusiasm. Shoop crew appears to be one of the fastest growing parts and creates the unit we have to count with. Dancers perform in Bučovice and neighbourhood and sometimes also in Vyškov. They attend various competitions like TOPGAL Czech Championship under CDO (Czech Dance Organisation) and their biggest success is the 1st place on competition in Brno under SUT (Svaz učitelů tance).



Figure nr. 26 Shoop crew (Team archive)

8.8 N-yoj Slavkov

Leaders: Eva Kellner Fialová, Lucie Limanovská, Šárka Piňosová

Choreographs: Lucie Limanovská, Šárka Piňosová

Fri 15-17:30

This group trains from the beginning of 2011 under the auspices of N-yoj. It is led by Lucie Limanovská and Šárka Piňosová and focuses to children eight to twelve years. Actually fifteen young people dance in Slavkov. They concentrate to basic steps of particular street dance style. Children are taught “isolations” and simple choreography to be able to remember the movements.

9 COOPERATION

9.1 In the Team

The Management meets usually once a month and speak about the actual situation in the whole Team. They discuss current organisational topics during these conferences. Except of conference it can rather be explained like the conversation of good friends. They are the founders and runners of the whole Team and from the beginning till now they overcome many problems and difficulties. But their philosophy remains that problems are dressed possibilities. Every one is good at something else and together they represent the complementary cooperating body.

People – dancers play an important role because they form the Team. They motivate each other and create a group of people with the same interest who want to share their joy. It is them who move the level up who train hard to be better and make more interesting shows. Often dancers have to speak in front of many people so they practice communication skills and argumentation. Every opinion is important and sometimes it seems hard to find the right solution. In many cases there may be more than one right way. It is the same as in life. Because of all the courses it needs to be organised by lectors. They are responsible for the performances and keeping this whole working. The lectors usually live in the place of the course so no extra money has to be paid. During the season their teams show their art in many performances at different occasions.

The Team works under the auspices of “Dům Děti a Mládeže Vyškov”. Management of N-yoj deals with leaders of “DDM”. They speak about the finance plan and year schedule. The Pinocchio dance hall is being provided for frequent use so the team can develop and practice whenever they want. They also cooperated in the field of performing and together organized various events like N-yoj show or Christmas show. DDM Vyškov created a good basement for such a team as N-yoj is.

9.2 According to the Belbin's questionnaire

Communication goes hand by hand with cooperation. To keep the Team working it is highly important to speak about the problems to be able to solve them. All the people are friends who want to have fun at trainings instead of being confused of annoying situations. They like what they do and that is the connection. As footballers spent many hours speaking about the game dancers like to discuss the idea of the next choreography. It happens quite often that there is more than one common opinion. Everyone is an individual and has own approach of solving the tasks. To find out the personalities of the people it can be used Belbin's questionnaire. Twenty five dancers were asked to participate on this and to fill it in. According to given information management will know about the peoples abilities.

Management obtained valuable information about their team. They will serve for next functioning and organisation of N-yoj. They can also help to prevent unpleasant situations or misunderstandings.

According to Belbin most of dancers (18 people - 80%) are profiled as Team workers who do not like conflicts and arguments. They are characterised by being moral, human and optimistic and they prefer team atmosphere with good relationships. As the weakness can be regarded worsen ability to make decisions in critical situations. Remaining 20% are divided to Implementers, Shapers and Coordinators.

9.2.1 Management

Mgr. Eva Kellner Fialová – Top manager

RE – Implementer

She introduces new ideas and approaches. She is disciplined, trustworthy, fair and conservative. She may be a bit less flexible. She responds to new opportunities slowly.

Bc. Lucie Flochová – Finance manager

TV – Shaper

She puts challenges in front of the other. He is dynamic, competitive, pushing other to the performance. She is not afraid to pressurize the team. She can irritate the other, provoke them. She can evoke strong emotions.

Bc. Andrea Zaviačičová – Kids manager**ST – Team worker**

She cooperates with the others. She is gentle, diplomat, listens, builds, she does not like friction. She can be easily influenced in the opinions and attitudes. Indecisive.

Petr Keresztes – Dance manager**IN – Planter**

He is creative, unorthodox, innovative. He solves difficult complex problems. He comes with an idea. He ignores details. Clear and effective communication can be a problem for him.

Libor Hučík – PR manager**TV – Shaper, ST – Team worker**

He puts challenges in front of the other. He is dynamic, competitive, pushing other to the performance. He is not afraid to pressurize the team. He can irritate the other, provoke them. He can evoke strong emotions.

Pavel Kapoun – Choreograph (X-side dancers)**DO – Completer finisher**

He devotes a lot of effort and attention to the work, he is careful. He try to avoid errors and unauthorized actions. He expresses himself exactly and he tends to save the situation.

He tends to grind more than necessary. He refuses to delegate. He devotes much attention to unimportant details and subsidiarities. (Stuchlík 2008, 37)

9.3 With others

9.3.1 Like Wahe, Sanchez, Alča and Denča

Wahe

- Most universal dancer in Czech Republic
- Performs in Dance 2XS, Disko Satelit, BDS Academy
- Fashion Shows: Adidas Original, Kenvelo, Bushman, Wrangler, C&A

Awards

- 1. place “Second chance“ Second Edition
- 1. place “Second chance“ Third Edition
- 1. place “Second chance“ Fourth Edition
- 1. place Hip hop Paradise 2006 – Lockin
- 1. place Uprock Battle Challenge 2004
- 1. place Footwork battle Tribal Star Fight

“The body is an instrument – music like the metronome and to the body we bang out the rhythm. Dance is about the communication between two. Look to the point and dance to it. Enjoy the way you are. Listen to the music, feel the music, dance the music.” Dance for fun! Keep original!”

Wahe

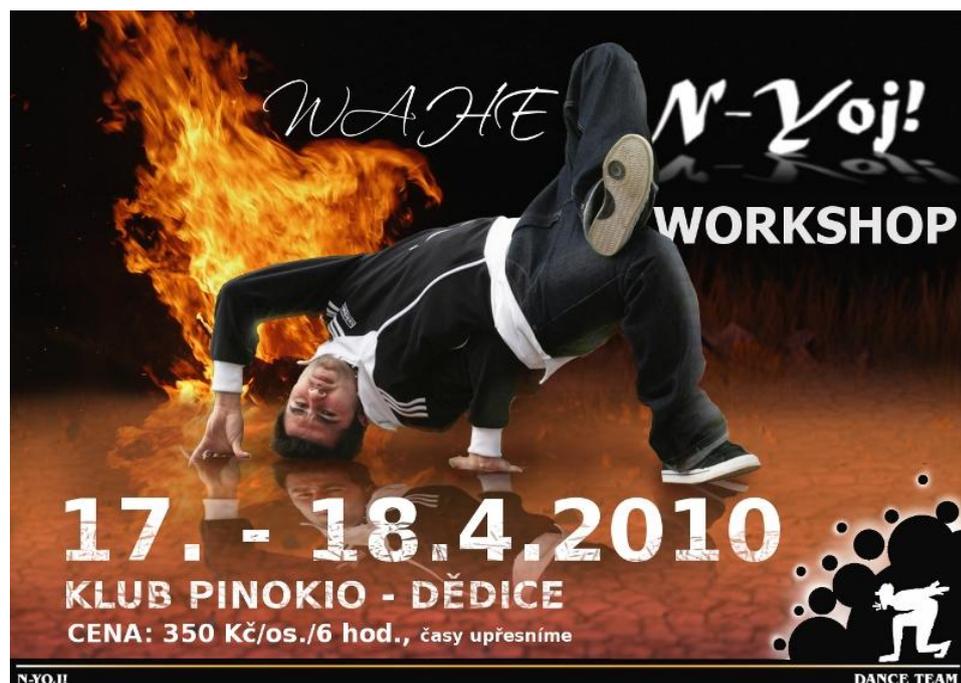


Figure nr. 27 Workshop (Team archive)

Sanchez

Dancer, lector, choreograph, promoter, moderator, performer, actor, DJ.

Sanchez was born in Česká Lípa where he also grew up. He graduated on Technical High school specialized on technical business. Significant part of his life was concentrated into martial arts but spontaneously in 2001 Sanchez went to break dance practice. In that time, he got into it so much that he stopped working on Martial arts and in 2002 began his street dance journey. In 2003 he entered to Semtex Squad (the break dance unit of dance crew called T-BASS).

With this crew become a vice-champion of the world under IDO (International Dance Organisation) in 2006. They got many other achievements such as 3rd place “Zlom se v pase vol.3; 2nd place Zlom se pase vol.4; 1st place Battle Brno 2005; 1st place Bboy Killz”.

Year 2005 was deciding for him, because he became a member of elite unit Dance crew T-BASS and started to be interested in other dance styles especially Hip hop new style. One year later decided to practice house dance that wasn't so popular as it's now. In the very beginning he was dancing only freestyle but after some time he got into Choreos and choreo dancing. In 2006 Sancez got a title Master of Toprock and Footwork from The Battle Challenge Competition. Three times he was chosen at battle of 8 best bboys of Czech Republic that is called BBOY KING – 3rd place on BBOY KING vol.3.



Figure nr. 28 Sanchez (Sanchez)

Now he is highly respected lector in T-BASS, where he takes care of 6 choreographies. He also performed at many shows and performances (theatre Karlín Prague, Klicpera's theatre Hradec králové, theatre Fx Šaldy Liberec and many others).

Achievements in Street dance

- 2nd place Juste Debout Prague (with Sabina)
- Lector SDK Europe (07, 08, 09, 10, 11), Dance2XS Project Element 08
- Multiple finalist choreo competitions
- Judge of many battles and competitions (BeatStreet, Street Level, Bboy Killz, Battle Kings, Time for Streetdance, AMC Battle, Battle Brno)
- Director screen writer and actor of clip called *Enigmatic*
- Director screen writer and actor of clip called *Escape*
- External member of Dance2xs
- Promoter of House dance project Rhythm of Soul
- Urbanite – Time2xs (Dance2xs project) performed as a dancer
- House Showcase with Rabah (Otrip House), Shannon Mabra (Dance Fusion), Wahe and Sabi on DFA 2011
- Director and dancer of theatre called IN-SI-DE
- Organizer of big freestyle event called What's Up Battle
- Organizer of Beatflow dance night
- Workshops in : Moscow, St Petersburg, Talinn (Estonia), Helsinky, Slovakia, Japan (Toyama, Kanazawa, Takaoka (Sanchez))



Figure nr. 29 Sanchez (Sanchez)



Figure nr. 30 Workshop (Team archive)

Alča from Alyaschca Crew

Alča belongs to the one of the front dancers of Alyaschca Crew in Olomouc. AC attends not only Czech competitions but they also try abroad. It tries to get experience from foreign countries at contests like Funkin Stylez, Juste Debout, Soul Expression, Roots or Flavourama.

Achievements:

- 1st place – Lockin battle in “Second chance” (Alča and Luďa)
- 1st place – House and Hip hop in “Glamoure battle” (Filos)
- And many more of larger or smaller achievements (Vinyl)



Figure nr. 31 Alča Alyashca Crew(Vinyl)

9.3.2 Partners

Honza Hruška and Bc. Filip Jež always were really good friends with the Team and participated on several projects for N-yoj. Each of them is good in the thing he devotes. Honza, student of Tomas Bata University in Zlín, Faculty of Multimedia Communications - Audiovision field Camera, has filmed many clips, promos, student films and Red Bull videos. He cooperates in video projects which are now in the phase of progress. Filda nowadays pays his attention to graphics and creation of web pages. His very own brand mark is Embrio Improvement and in 2009 he wrote the bachelor thesis on Street dance, Show dance – Transformation where he introduced his brand. Filda was supposed to come

up with a collection of costumes designed for special purposes. He has chosen N-yoj for his work and helped to increase level of the presentation.

Laco Korbel (aquart.sk) and Petr Orálek are now both working with N-yoj like the cameramen. They create create videos which can used as promotion tool. Laco and Petr are nice people, always smiling and always ready to help. The cooperation with them means always pleasant experience.

Bohula Sodoma is the Czech rapper who now works on the text for the common project. N-yoj&Bohula Promo will be the professional video clip determined for the commercial purposes. The music is being created by Michal “Gablo Diablo” Havlíček and Petra Poláková alias DJ Supet who are the specialized masters of their fields. Thanks to this people first quality video might come up and that might upgrade the promotion options. This vision is introduced in detail in chapter 10.3.

There are friends who helped the Team many times in various projects. Honza Vomáčka, David Žálek, Petr Čučka and Daniel Kindl represent the support group whose participation should be mentioned. They play an important role in the progressive development of N-yoj.

9.3.3 Fakt crew

Fakt crew is the Vyškov break dance team. The group specializes to polishing the floor with their bodies. They like to perform in a cultivated style with refined technique. In April they organized the battle Prcek Amateur Contest which was focused to freestyle in Hip Hop and Break dance.

Members:

Váša Roučka, Daniel Asiat Stibůrek, Tomáš Nunez Adamec, Adam Skokan, Jakob Dziraff Štrublík



Figure nr. 32 Fakt Crew (Team archive)

10 RECOMMENDATIONS

It is good to have some vision the point to which we can go. Also N-yoj introduces own plans in this chapter. They could be closely defined but the space for writing thesis does not allow so. Some of the projects are processed to detail some are just pointed out.

This chapter includes recommendations, visions and plans which will lead to better management and marketing. Management is highly important, because it forms the basement of the whole structure. The key to get perfectly functioning Team is the communication. Problems have to be solved immediately not to be swept under the carpet. Hand by hand with communication goes the right motivation. People in the Team should have the feeling that they are involved in the process. They should be motivated to help with particular projects being satisfied that help to sustainable development of N-yoj.

10.1 Visions and Plans

- Organise workshops with professional lectors to improve the quality of dance
- Increase the promotion of the Team on performances, contests, battles
- Get experience with managing the events like battles, competitions and exhibition performances
- Ensure the operation from the financial point of view

10.2 E-shop

Stuff for sale

- Small badges
- Car stickers
- Pendants of anticorrosive metal
- Flash disks with brand
- Key cases
- T - Shirts for fans
- Sweatshirts

Advertising materials

- Bags (paper, plastic, arm bags)
- Chocolates
- Stickers
- Mugs



Figure nr. 33 Key cases (Team archive)

Useful stuff for N-yoj

- Stamp
- Visit-card
- Training suits



Figure nr. 34 Pendant (Team archive)

10.3 Performances – list of prices**N-yoj price list**

Big show	20 dancers	9.500 CZK	5.500 CZK for NDT
Classical show	10 dancers	5.000 CZK	1.000 CZK for NDT
Small performance	5 dancers	2.500 CZK	500 CZK for NDT
Pair performance	2-3 dancers	1.000 CZK	200 CZK for NDT

- Creating the custom performance according to the order of the client (1.000 CZK).
- More performances within one order – negotiated price.
- Prices do not include travelling expenses from Vyškov.

The system is created to be equal to everyone. Every dancer will be adequately compensated for each performance by 400 CZK earns the N-yoj Dance Team particular sum of money. The big shows are supposed to be individual promotion cases so after each show the dancers are paid 200 CZK each, and 5.500 CZK goes to the N-cashbox.

See chapter 7.2

10.4 N-yoj & Bohula Project

Actors: N-yoj Dance Team
 Bohula (MC)
 Supet (DJ)
 Gablo Diablo (Music)

Camera: Hruša, Kletr

Section 1 Bohula Promo

Text:

- Everyone has own life, own joys and own worries and own way how to deal with
- The change between sections: We deal with ours this way!

Music: Slow, background the piano and violin (in progress)

Section 2 N-yoj Promo

This promotion will be divided into three parts which are fading into one another.

Text:

- About N-yoj and Bohula, everyone participating mentioned
- Motivating to dance

Music: Rough music that everyone forces to dance (in progress)

❖ Part one – N-yoj preparations

Shots from trainings, practices, warming up and rubbish we make☺

❖ Part two – to privacy (every participant agreed)

- Shots 3 dancers how they think about the figures
(Boba – cellar, Kerda – at home, Lucinka – in Pino)
- Bohula (sits and writes the text, moves to the music wearing headphones)
- Gablo (creates the music, background to the text at his home)
- Supet (DJ lady mixes at home)
- Shots to cameraman (filming about filming)

❖ Part three – N-yoj Battle vol. 2

- Connect all there parts and make the party in Pinocchio
- The best dancers of N-yoj are dancing like in the club – DJ Supet is playing her track, Bohula rapping (Dance and the music must be strong)
- Ex N-yoj dancers like the audience, good friends of ours, Fakt crew, they will make the right rubbish (for about 70 people)

Purpose of all this

- Promotion of N-yoj, Promotion of Bohula
 - Supet, Gablo, Hruša, Kletr (they use the video for own purposes)
 - People to show what we do
 - We can do it in different way than others
 - Everything is about cooperation
 - Motivation for dancers, encouraging them to better, be more skilled
 - Just the reality, we do not have to play any game
- (no rough faces, not super cool clothes, golden chains, no girls plastered with special make-ups looking nearly like “bitches”

“Hruši, every material used is authorial so no troubles with laws. All the mentioned people have agreed with the whole plan. Bohula is now dealing the mastering of the music – it is important to get better sound.

For N-yoj is this promotion important because of sponsors and Bohula will use it as his promo. We want to have it on the high level that is why I have contacted namely you. If you lead this project we can also count with Kletr, he will be the second camera.

Please write me any of your comment.

Thank you for response.”

Boba

Estimated price

Video: 20.000 CZK (camera, cut, graphic design, post production)

Expenses: 10.000 CZK (travel costs, technique hiring, other expanses)

Total: 30.000 CZK

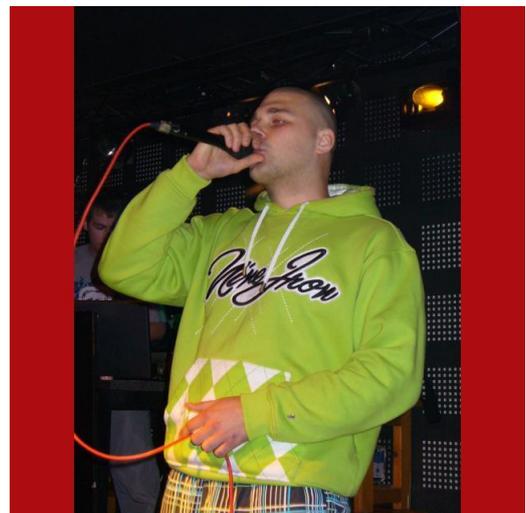


Figure nr. 35 Rapper (Bohula archive)

10.5 Promo T-shirts

N-yoj prepares new project with M brijo. The purpose of this cooperation is to create fan shirts with the brand name. If one wants to be “visible” he or she has to be able to “make them selves visible”. The increase of promotion enhances the opportunity to get sponsors. Sponsoring goes hand in hand with marketing. Through successful marketing the team can attract sponsors’ attention and make them feel that it is worthy to invest in the team. More money available for the team organisation would result in more quality.



Figure nr. 36 Promo T-shirt (M brijo)

Realization plan

Number of shirts	100 pieces	
Price of shirt	100 CZK	
Print in two colors	140 CZK/a piece	(One color 70 CZE)
Screen	2.000 CZK	(One sieve 1.000 CZK)
Costs	$10.000 + 14.000 + 2.000 = 26.000$ CZK	
Cost price	260 CZK/a piece	
Shirts for free	10 pieces	
Margin	70 CZK	
Sale price	330 CZK	
Revenues	$330 \times 90 = 29.700$ CZK	
Profit	3.700 CZK	

Design and realization of the product and its implementation to the public**Marketing strategy**

- Increase the promotion of the Team
- Get experience with managing the events like battles, competitions and exhibition performances (N-yoj stuff for sale)
- Ensure the running from the financial point of view

Target group

10 - 55

Insight

I want to feel good everywhere. Enjoy everywhere.

Product positioning

Promo – shirts are designed for all the people who like to be original, for those who enjoy the way they are. The meaning of N-yoj represents an ideal motto for life. Who does not want to be happy and satisfied?

Benefit

Rational: I belong to the community.

Emotional: I choose the one which describes me the best.

The profit will be just 3.700 CZK but the importance of this project is not about the money. One hundred fan shirts will be sold and the same amount of people will advertise N-yoj Dance Team.



Figure nr. 37 M logo (M brijo)

10.6 N-yoj The Fun Company

The higher approach called The Fun Company might be created to connect all the fields of interest of N-yoj. It is in the phase of birth and it requires much work and also big amount of authorised capital. In the meantime just brief information can be given.

Courses

- *N-yazz Team*

Alternative dancing group specialized to jazz dance, modern dance and show dance. They perform with empathy to catch the audience and bring them to astonishment.

- *Mummies with babies*

The course for mummies with small children where they will play together, dance a bit and mummies can have a talk while lector is guiding their children. Kids will have a special fun time with their friends. The activities good for creativity development will be involved such as kind of funny education.

- *N-yoj Aerobic*

“Specialized fit course to aerobic - This expression, by itself, directly means "with oxygen" but it comes alive when used as an adjective to identify exercise. Aerobic practice is exercise that is energetic enough and vigorous, lasts long enough and is done regularly. It keeps your heart and lungs in good condition. Aerobic exercises burn fat faster than any other type of exercise (Internet Studios Spain SL).”

- *N-yoj Fitblessk*

“What does it mean to be physically "fit"? Physical fitness is defined as "a set of attributes that people have or achieve that relates to the ability to perform physical activity”. In other words, it is more than being able to run a long distance or lift a lot of weight at gym. Being fit is not defined only by what kind of activity you do, how long you do it or how intense. While these are important measures of fitness, they only address single areas. Overall fitness is made up of five main components:

- Cardio respiratory endurance
- Muscular strength
- Muscular endurance
- Body composition
- Flexibility (Layer).”

- ***Courses in Kroměříž***

To ensure progressive development N-yoj wants to expand to Kroměříž and establish detached course here. Libor Hučík will be the leader and main choreograph. The group will perform in Zlín region proclaiming the brand.

- ***N-yoj Zlín***

Creating the N-yoj Zlín will be done by similar reason – progressive development. These dancers will perform in Zlín and will be able to show their dance at **FMK** TBU events. It is better if the dancers are known in the place of performance.

- ***Fakt Crew***

In the future N-yoj wants to cooperate with them and in some cases perform together.

faktcrew@gmail.com

See chapter 9.3.3

N-yoj Centre

Centre for leisure activities where people could go, relax and have a nice time.

Includes:

- Dance hall with mirrors
- Room with mattresses and trampolines
- Own sound system and projector
- Room for requisites
- Wellness, fitness centre
- Massage
- Kids corner
- Mums café corner

Projects (outdoor, indoor)

Projects which would increase the promotion of N-yoj and some of them would be able to serve as the way of earning money for next functioning.

- Pillow fight, Water fight, Relaxing course
- Dance for Health
- Clean Streets (dance against drugs)
- Dance for caring (dance against HIV and other serious diseases)
- Dance competitions
- Freestyle battles

11 THE VERB ENJOY

Tezaurus: *Take pleasure in, Get pleasure from, Like, Benefit from, Have the benefit of, Have.*

Magnus 2009: *Být šťasten, Mít požitek, Mít užitek, Mít se, Radovat se, Těšit se, Užívat.*

N-yoj: *Provide fun, have fun, joy, enjoy, life.*

In (joy): *V radosti; radost, radostí, potěšení – Google translator*

11.1 N-yoj point of view

“Thank you for reading.

When looking at the performance you can see final product – 5 minutes of practised dancing. I wanted to get closer to my privacy because it will help you understand seven years of functioning of N-yoj. You might see the work hidden behind and my visions to the future”.

“Thanks to Kapi for hard work and patience, I’m doing well with you. Evička, Luca, Kerda, Boba and Ajka, thank you for real love. And you dudes who didn’t give up but did your best to bring this cool company till nowadays. Thank you friends, public, dancers, break dancers; Thank you everyone who “likes me” has me as a friend and shares videos of mine.”

“I can tell you what every dancer dream about. He dreams about the enthusiastic audience encouraging him while dancing and about the boisterous cheers after the show. When performing I like to entertain people and give them pleasant experience. I am anxious to stay original with the ability to surprise. Making smile is the highest pleasure I have”.

N-yoj

CONCLUSION

N-yoj Dance Team began with 16 members in 2004. Today there are 111 people dancing in this collective. They have shown their excitement to dance for seven years and they want to share their joy with others. N-yoj Dance Team specializes in street dance and is currently the biggest and most influential dance group in Vyškov.

In the first part of this thesis, there is discussed the importance of good health. What keeps people healthy and what are the possible ways of keeping in condition? Generally speaking it is combination of adequate work and having rest, good eating habits and of course movement. Our body was created to be in action and we need to move to keep healthy and feel in condition. There are many different kinds of movement and we could choose the best suitable possibility for us. I like dancing. Dance is a combination of psychical activity with the joy of music. Creativity, drill and some kind of discipline are involved in dancing which has in this case educational character. This publication gives you also general overview of dance origins and development.

Next part concerns management and team members. It stresses the importance of teamwork and teambuilding. What to do to have good working team? There are many factors which affect this idea but motivation is one of the most influential. N-yoj management makes decisions about the ways of motivation and establishes its very own programme for supporting the team spirit. This publication is not just documenting yesterday's principles but putting new methods into practice.

For N-yoj Dance Team it is very important to deal with marketing. Marketing makes the communication between provider and customer and it includes strategies good for the development of companies. Sponsoring goes hand in hand with marketing. The increase of promotion enhances the opportunity to get sponsors.

The last part of this bachelor thesis includes plans, mottos and visions for the next organisation of N-yoj Dance Team. This means the way it might go. The purpose is to broaden the service not only for specific people of specific age, but for all. Almost every style of moving is healthy, dance is a connection between music and joy of dance. That is why it is worthy to dance!

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- P II Curriculum vitae of Libor Hučík.
- P III Belbin's questionnaire.

APENDIX PI: Team development in figures.



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Figure nr. 39 N-voj Cirkus 2005 (Team archive)



Figure nr. 40 N-yoj Kanjec filma 2006 (Team archive)



Figure nr. 41 N-yoj Generace 2007 (Team archive)



Figure nr. 42 N-yoj Neposlušné tenisky 2008 (Team archive)



Figure nr. 43 N-yoj Žbluňk 2009 (Team archive)



Figure nr. 44 N-yoj Život v muzeu 2010 (Krupička)



Figure nr. 45 N-yoj Romeo a Julie 2011 (Team archive)

APENDIX PII: Curriculum vitae of Libor Hučík

Personal info:

Libor Hučík, born 14. 2. 1987, single
Pust. Prusy 227
Pustiměř, 68321
Czech Republic
Tel.: +420 733 208 701
e-mail: libor.hucik@gmail.com

Education:

- 2008-2011: TBU – Tomas Bata University in Zlín
Branch – AJMP/EBA (English for Business Administration)
Topic of bachelor thesis: N-yoj Dance Team – Management of the team
- 2002-2006: Grammar School - Komenského 4 (Vyškov), finished with graduation
Graduation: Czech lang. and literature, English lang., History and Social Sciences
- 1995-2002: Primary school with extended teaching of foreign languages
Tyršova 4, Vyškov
- 1993-1995: Primary school Pustiměř

Work experience:

- 2009-2010: Dance lector in Spinning Club, Rousínov
<http://www.club-sport-rousinov.websnadno.cz/>
- 30.1.2009-30.2.2009: Warehouseman in the supermarket
- 30.2.2007-30.2.2008: KP Interier, Kroměříž (floor-layer and related works)
- 2004-2005: Dance lector for TŠ Viktoria, Brno
<http://www.tsvictoria.cz/>
- 2003-2005: Dance instructor for Studio Ilony Brunové, Brno on
5 Summer Camps in Hustopeče and Luhačovice region

Languages:

English – active spoken and written (C1 level)
German – communicative, intermediate

Additional activities:

- 2003-2011: Active manager of the N-yoj Dance Team
- 2010: N-yoj show – promotion and organization
- 2009-2010: During studies in Zlín organization of student parties
- 2006: Arrangement of Graduation ball for Grammar School in Vyškov
- 2000-2002: Break dance lector for DDM Vyškov
- 2000-2004: Organization and technical support at events “Majáles, Paragraf 11/55, Čertoviny, Pomozte dětem” (To support the disabled children)

N-yoj Dance Team: <http://nyoj.tym.cz/>

- 2009: 1st place - EDLT Czech Republic Championship
- 2006, 2008, 2010: 3rd place EDLT Czech Republic Championship
- 100 active members (age 5-25)
- <http://www.youtube.com/watch?v=nT0WWC2YIXg>

Performed at:

- 2010: Juesus Christ Superstar (musical), various fashion shows,
- 2009: Majorettes Championship of CR, Sport Prague, Rock Shock - music festival, Discotheques, balls, social events

Other knowledge:

PC (MS Word, MS Office, MS Outlook, MS Powerpoint, Internet)
Driving license type B – active driver
Guitarist-advanced

Character:

I'm independent, creative, active, purposeful and communicative.
I'm willing to learn new things and like getting new experience.

Hobbies:

Dance, sport (skiing, swimming, running), reading, culture, music, movies, travelling, working with people.

APENDIX PIII: Belbin's questionnaire

“Belbin's Preferred Team Profile Self-assessment Questionnaire. This is a useful tool to identify a person's team profile. It consists of seven parts (i.e. questions). Every one of them takes into account one specific aspect of operating in a team. One section contains eight affirmations from A to H. The individual affirmations represent eight approaches to behaviour in a team – ranked according to Belbin's 8 roles.

None of the questions has an unambiguous right answer. Every personality profile is unique. It reveals something about you. The questions are posed in such a way that you could select from one or more suitable answers. Some of them describe your attitudes, feelings or reactions more precisely than others.

With a view to reflecting all of your attitudes in the final evaluation as precisely as possible, you need to allocate exactly 10 points to each question of the individual affirmations (A – H). You can assign an arbitrary number of points to every statement such that their sum for any one question equals 10.

Example:

1.	My contribution to the team:	Answer 1	Answer 2
A.	I quickly recognise and use new opportunities.	1	3
B.	I get along well with a wide spectrum of people.	-	-
C.	Creation of new ideas is my natural given.	2	4
D.	I try to engage everybody in his/her natural role in the team.	-	1
E.	My ability to bring things to a successful conclusion springs from my personal effectiveness.	3	-
F.	If it will lead to a positive result, I'm willing to face temporary unpopularity.	1	-
G.	Usually, I quickly estimate realistic and feasible ideas.	1	2
H.	I approach alternative possibilities without prejudice or preconceptions.	2	-

You shall proceed to answer all of the questions in the questionnaire according to the example above. You should mark your points in the brackets in front of every question. At the end you will record them in the Final Table.

Questionnaire

1. My contribution to the team:

- A. () I quickly recognise and use new opportunities.
- B. () I get along well with a wide spectrum of people.
- C. () Creation of new ideas is my natural given.
- D. () I try to engage everybody in his/her natural role in the team.
- E. () My ability to bring things to a successful conclusion springs from my personal effectiveness.
- F. () If it will lead to a positive result,
I'm willing to face temporary unpopularity.
- G. () Usually, I quickly estimate realistic and feasible ideas.
- H. () I approach alternative possibilities without prejudice.

2. Among my weaknesses in team work are:

- A. () I don't feel comfortable if meetings are not well-structured and led.
- B. () I still reserve more time to discuss new ideas and opinions.
- C. () When it comes to new ideas, I still speak a lot.
- D. () I tend to have a negative view on the problem, I don't share the enthusiasm of some of my colleagues.
- E. () Sometimes I give the impression of aggressiveness and authority, mainly when something is to be finished urgently and it's very important.
- F. () I'm not an advocate of authoritative management against the will of others. A good team atmosphere is more important for me.
- G. () New ideas often attract my attention so much that I forget to follow what's happening around me.
- H. () According to my colleagues, I deal with many details and possibilities of non-success.

3. During collaboration on a project with others:

- A. () I have the ability to influence people without forcing them to do things.
- B. () In general, I try to be careful. This way, I often prevent many mistakes caused by a lack of attention. Not even forgotten things escape to my attention.
- C. () I'm ready to push for action in order not to lose time at meetings and not to deviate from the set goal.
- D. () Colleagues can count on me when it comes to working on something original.
- E. () For the good of the thing, I'm still ready to defend a Promising proposal.
- F. () I long to search for recent trends and news.
- G. () I think I have the ability to make the right decisions.
- H. () I still control things even if the important steps are well organised.

4. My approach to working in a group could be characterised as follows:

- A. () I have great interest in getting better acquainted with my colleagues.
- B. () I don't have problems standing up against the opinion of the majority and defending the minority standpoint.
- C. () I can easily develop arguments to disprove wrong opinions.
- D. () I think I have the talent to launch something into movement immediately after the termination of the plan.
- E. () I have the tendency to avoid ordinary solutions. I nearly always come up with something unexpected.
- F. () I bring some perfectionism into every task.
- G. () I sometimes also use contacts for extra-work purposes.
- H. () I like to listen to all opinions. However, I don't have problems forming my own opinion.

5. How does my work inspire me?

- A. () I like to analyse the situation and to assess all the possibilities.
- B. () I like finding practical solutions to all of the problems the most.
- C. () I like to support good relationships in the workplace.
- D. () I have a strong influence on decisions.
- E. () I often meet people who give me something new.
- F. () I'm able to create the conditions for compromise solutions, taking into account all the necessary steps for their realisation.
- G. () I like seeing things ready. I concentrate all my energy and attention on the successful achievement of things.
- H. () I like working in areas that require imagination and creativity.

6. If I was given an unforeseen, difficult task, with limited time and unknown people:

- A. () I would feel the need to back away into a silent place and think over the possible solutions to the unexpected situation before the final decision.
- B. () I would be willing to collaborate with the person that had the most positive approach.
- C. () I would find certain possibilities of dividing the tasks into smaller parts so that the solution would be divided among individual people.
- D. () My natural sense of urgency would secure the solution within a certain deadline.
- E. () I think that I would keep cool and focus my attention on the search for a solution.
- F. () Under the pressure of circumstances. I would be able to work continually.
- G. () If I saw the group wasn't making progress, I would be ready to take over guidance.
- H. () I would open the discussion and stimulate new ideas in order to move things forward.

7. During the solution of problems in teams:

- A. () I'm not able to tolerate behaviour that inhibits the progress of the solution and I will simply point such behaviour out.
- B. () I'm often criticised for an excessively analytical approach with a lack of intuition.
- C. () For me, it is more important to verify the quality of the results even at the price of a delay in progress.
- D. () I have the tendency to start to get bored. I rely on a couple of creative team members to stimulate my imagination.
- E. () I don't like to begin to work without setting clear goals.
- F. () I have problems explaining very complex thoughts that come into my mind.
- G. () I delegate the things I can't do myself to others.
- H. () When I meet strong opposition, I hesitate to defend my own standpoint (Porvazník, Ladová and Rajošová 2008).“