

Dear manager,

For my master thesis research I'm looking for participants; managers who are interested in diversity in (top-) management teams.

In my master thesis research, the influence of diversity in management teams, like diversity in age, gender, educational background, etc, on team performance is analyzed. The relation between diversity and team performance is already investigated many times by scholars, however, this research fully focuses on the ability of a team to balance between exploitation (efficiency, refinement) and exploration (innovation, experimenting). This requires different sets of competences and abilities within the team, and is regarding the current crisis, a present-day issue. Surely, balancing efficiency and innovation is paradoxical and it is extremely difficult for companies to increase efficiency over time, while at the same time developing and exploring new products and markets.

This research contributes to insights in team processes and the effects of diversity in (top-) management teams on team performance. For this purpose I invite management teams to answer a web-based survey, which will take about 15 minutes. All data will be treated confidential. The research takes place under supervision of my coaches at Rotterdam School of Management, Erasmus University. All participants and companies will be kept anonymous. In return for participation, respondents will receive a brief overview of their results, benchmarked at general outcomes.

This research is specifically oriented towards top- and higher management teams. For example, the management board of a division or business unit, executive management or Board of Directors. This research is not focusing on managers who are merely oriented towards exploitation, for example operational level managers.

The best results are obtained when the whole team participates, however it is not required.

A short summary of the research proposal is enclosed, which will provide a more information on diversity, exploitation and exploration and team processes.

Thank you very much in advance for your cooperation.

Kind regards,

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