



The 7 Elements
to Building a
WINNING TEAM

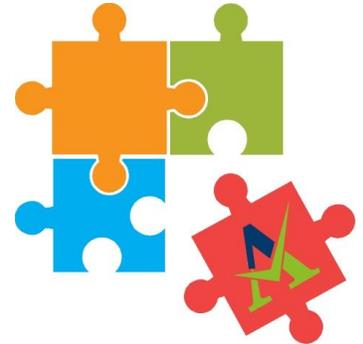
The 7 Elements to Building a WINNING TEAM

A winning team is the foundation for a business to grow, for the owner to explore other additional opportunities for growth and freedom from working in the business day to day.

My definition of a successful business is a “**A Profitable Business That Works for You**”. Most business owners have simply created a job for themselves and the business is reliant on the owner being there to ensure it runs properly and profitably. The owner is more focused on the day-to-day business activities rather than being able to step back and build the business.

Before you can start building a winning team the business owner needs to think about what he or she wants the business to look like in 3 to 5 years. What do you want your company culture to be? What experience do you want your customers to have when doing business with you? What type of team do you need to execute the culture and create the experience for your customers?

In this eBook I will take you through one of the stages towards Building a **Profitable Business That Works For You**. A business with the capacity that has a team that runs the business for you, allowing you to pursue other interests and build wealth, rather than being an employee in the business.



Building your business with an attitude towards teamwork and excellence in the customer experience is only limited by your creativity and imagination. With a winning team in place, creativity and imagination in themselves becomes an abundant, renewable resource in your business.

Before starting on a massive program to hire and build a winning team having the right company “DNA” in place sets the foundation to build a superstar team. A great organization’s “DNA” looks like this

1. **Leadership** ♦ Purpose ♦ Vision ♦ Planning ♦ Innovation ♦ Clear Mission ♦ Communication ♦ BHAG
2. **Great Culture** ♦ Defined Playing Field ♦ Values ♦ Identity ♦ Beliefs ♦
3. **Great People** ♦ Team Players ♦ Talented ♦ Winning Mindset ♦ Results Focused
4. **Market Dominating Position** ♦ Brand Promise ♦ Guarantee
5. **Customer Management Process** ♦ From initial contact thru the life of the customer
6. **Excellence in Execution** ♦ Consistently delivering the WOW experience to the customer

Once the company DNA is in place then start hiring your team. The old saying “Hire for attitude, train for skill” is the adage that comes in play here. It is much easier to fix a skill gap than an attitude gap.

Selecting the team members is only the beginning and once the DNA of the business is in place it is important that the following 7 Elements are in place in your business.



Element 1: Visionary Leadership

Leaders are not managers and a good manager is not necessarily a good leader. In this eBook I am not going to get into the differences between the two. You can find a lot of information on this subject on the web.

When I think of all the great leaders the world has produced there are a few traits that are common. The first being that they have a very clear vision of where they want their organization or country to go. They inspire the people of the organization or country to rally to their vision.

Leaders can inspire people to be the best they can be. To move outside of their normal comfort zone and achieve their full potential.

One of the other traits is that leaders tend to put their people in a position to succeed. It's not about the leader it's about their team and making sure the team has the best possible resources the business can provide given the profitability and cashflow of the organization or country.

Before you are a leader you are working for yourself, the second you become a leader you now work for those you lead.

Leaders serve their team and they also teach their team. Teaching a person something sends a very strong message to team members demonstrating that they are committed to growing organizational capabilities and building depth of knowledge within the organization.

Leaders are imaginative and innovative. Looking for

ways to improve the workflow and success of the organization.

As we all know there are times that leaders can become frustrated or angry when things don't go according to plan. A good leader knows to get mad and then move on and not hold on to a negative emotion. As humans we need to express our emotions and feelings which need to be acknowledged. A good leader understands this and will find way to turn the negative into a positive quickly and move on.

Courage is one of the toughest attributes a leader must possess. It the courage to stay the course when it might be easier to take a short cut. Leaders take the course that benefits the entire company not just a person or part of the company. A leader must have the courage to deal with those people situations that may be unpleasant. For example a either training or letting go of a person that does not fit the team. This goes back to hiring the right people not just hiring for skill.

Leaders need to be clear about the results they are looking for and then let the team achieve the results. Leaders should not get into telling people how to get the result. A leader may TEACH their team a way to achieve the result but not tell them how to go about achieving the result.

Most importantly leaders need to be passionate, enthusiastic, good listeners. After all it's your organization you are leading. People follow people who have them in mind and who are passionate about what they are doing no matter how difficult the vision or tasks to achieve the vision

Element 2: Common Goal



Your team needs to have a crystal-clear understanding of the common goal for the organization and they need to all be working towards the common goal. This is really the mission that your organization is focusing on accomplishing.

You enroll and inspire your team with your purpose and the vision of the organization, but it is really the mission that speaks to what the objective is.

Serving in the military we had what we called Orders and there was a sequence followed when presenting every operational order. The orders started out with the current Situation and in that we would describe the current and future forecasted friendly and enemy situation. Then the very next part was the Mission, and it went something like this.

MISSION: A Company *will* do a night attack neutralizing the enemy and *will* secure the bridge at Grid Reference 12345678 by 0430 Hours tomorrow. (Zero Four Thirty) (4:30am). The mission is repeated so there was a clear understanding about the common goal for every soldier involved. Also, note that the word *will* is used. That implies there is no option but to succeed. Now admittedly in my present business I am not that forceful.

Being crystal clear on the goals and then having a plan on how to accomplish the goals may well be the single most valuable activity you can do each year and each quarter.

Goals that you create must be SMART goals. They should be Specific, Measurable, Achievable, Relevant and Time bound.

Your goals must be Relevant to where you want your business to be in 3 to 5 years in terms of what you want to gain from the business. When setting goals start with the long-term end in mind.

Focus, Simplicity, Excellence in Execution

When thinking about goals ensure they provide and create focus. Also Goals should be simple and to the point with the desired outcome being excellence in execution.

We have excellent training programs and resources to help you set goals.

Find out more about our action-based neurological developmental process to develop leaders and transform disengaged employees into a fully engaged team. Call today.



Element 3: Aligned Values and Culture

Aligned Values & Culture creates the pulse of the business, this is one of the least understood parts of a business. The values and culture are the glue that bonds all parts and members of the organization together. It is not just some words posted on the wall to make people think you care.

Military units get this and so do professional sports teams. It's not the ability to play the game it's how the game is played that matters.

Spending time in this area will reap massive results and is what really keeps the team members engaged.

Look at it this way. If your employees are part of your tribe, they will do what it takes to make the tribe prosper. On the other hand, the worst thing for a member of your tribe would be being banished.

Element 4: Achieve Plan

Now your team needs an Action Plan. Make it an **Achieve Plan** A plan designed to achieve a specific result or action in a specific time period that leads to achieving the common goal or goals of the organization. Remember that it should be time bound and identify who is responsible for what.

To ensure you are moving in the right direction and in order to track all of activities, create a handful of **KPI's** (Key Performance Indicators) for each person. What are the 4 to 6 things that can objectively be tracked to know that the organization is keeping on track to achieving the goals.

Element 5: Back Risk Taking

A business is like a tree, it's either growing or dying. Sticking by the old ways and not allowing new thinking and risk taking it's nearly impossible for your team to flourish. Especially if you hire Intrapreneurs. To experience a breakthrough or what I like to refer to as an inflection point in the business which creates a dramatic and positive shift in the business comes from taking calculated risks.

Being somewhat bold and breaking with tradition, convention and getting out of the normal comfort zone can be sufficient to take your business to another level. But your organization also must have a culture of Continuous Improvement. The Japanese have a word for this its having a "Kaizan" mindset in the business, meaning continuous and never ending improvement.

The definition of insanity is doing the same thing over and over again, expecting different results... Albert Einstein

Your organization will probably grow and then plateau. In order to move forward again you must create an inflection point in the business..



Element 6: Involve Everyone

The military knows how important it is to run tightly knit teams. The same hold true for business if you want to be the leader in your field or market. Your team needs to include everyone and not exclude others who can bring unique skills, ideas and different perspectives to the organization.

It is important to involve all of your team in setting the goals and developing the action plans for the organization.

They will after all be the ones who are executing the actions daily that achieves the plans. Business owners and leaders need to share control, otherwise they will eventually burnout and lose control.

At the same time, it is important that the team members proactively involve themselves in the goal setting and achieve planning activities...after all it is a two-way street between leader and team member.

Element 7: Effective Communication

Effective communication is the glue that makes all of the other 6 Elements work. A leader may be a good planner, Good at knowing the result they are looking for, but if they are unable to effectively articulate the vision or the plan then nothing will happen.

Team members are not mind readers. They need to have clarity in what needs to be accomplished and they also need to know how they are progressing. In the military we were trained to keep our teams informed at all time. Sharing information constantly.



Our Passion is Making Business Simple...
Improving: Team, Profit, Productivity and Independence



Working with business owners and business leaders setting conditions for growth by creating engaged teams. Our LEAD Training Processes are designed to create great leaders and engaged employees.

Our clients often feel like we are part of their team as we step through this process of creating a winning engaged team.

To discuss this eBook or to ask any other business or leadership related question book your complimentary consultation today by clicking the button below.

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