



Build A
Team Culture
Among Your
Employees

Learn how to
establish an
environment that
promotes idea
sharing and
mutual respect



Guide
three

Build A
Team Culture
Among Your
Employees

Orchestrating a powerful shift in the energy and focus of your team can transform your company potential, the meaningfulness of your work and the quality of the client experience. This guide will outline the specific actions to take if your desire for change is great enough.



The Secret of Success

What we ignore in business is oftentimes crucial to our success. What we don't address can sometimes be the missing element to uncover success and raw potential that can catapult us beyond our expectations. We, as a culture, don't talk about human potential in business. We don't talk about the synergistic power of teams. Human Resources, is a dirty word in business. Often, we as business owners, don't understand it, don't value it or don't know how to DO it. This is a mistake. As leaders, we need to take the initiative to figure out Human Resources. This is why you're here.

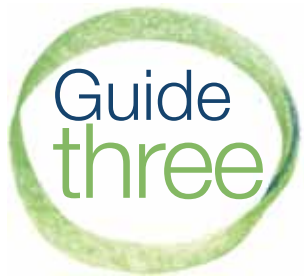
The landscape of business can be a space to unleash the hidden potential of humanity. When it's unleashed, it's as though a door is unlocked to your business, a wall is torn down or a roof is removed allowing your profits to skyrocket. If you're willing to take on this challenge, not only will you experience unprecedented results in your business, but you will have the gratitude of your people. They will experience a new joy in their work and a new camaraderie in their co-workers. And just wait until you hear from your customers — they may not be able to put their finger on the change, but they will definitely experience a new environment in your place of business, one that draws them again and again and elicits referrals.



How is Leadership Involved?

There is a power, potential and even responsibility in the leadership roles we play if we accept them and take them on. Our companies can be more than merely places to do work and get checks; they can be vehicles for personal growth, appreciation for others and increased joy and satisfaction in the lives of those who experience us and our business. With the borderless nature of technology, we can literally impact the globe, and with the choices we make in our leadership roles, we can change lives. Our calling is great and the opportunity exists if we only elect to seize it.

And the very best part? On a more immediate and practical sense, adopting an orientation to the Human Resource aspect of our business can have bottom-line results. Paying attention to the real agenda of human development is a simple and effective route to some very compelling byproducts: Improved employee morale, superior client results and experiences, and a stronger balance sheet.



The Five Pillars

The best way to unleash the Human Power inside your organization is to take a look at what I call, The Five Pillars. When they are aligned, activated and functioning, they unlock the secrets of Human Resource. When they are neglected however, they can erode your company from the inside out, before you even know it. The Five Pillars are Stability, Focus, Consistency, Teamwork and Velocity. Each can work for or against your business. If they work for your business, is up to you.

Using them to your advantage is easy. The main requirement is awareness followed by action. I'll outline each of the Five Pillars by first answering the questions, "What is the problem?" and "What does it look like?" Then, we'll move into these questions: "How do we fix the problem?", "What are the objectives?" and "How do we achieve them?"

Stability



What is the problem? What does it look like?

In order to determine whether Stability exists within your organization, we need to identify what it looks like without Stability. The best way to analyze this is to use my favorite analogy of a vehicle. You want your “vehicle” (your business) to have maximum velocity and efficiency, right? But imagine what would happen if your vehicle didn’t know its destination, and if the different working parts of your vehicle didn’t know what they were supposed to do! Hard to even wrap your mind around such a thing, isn’t it? Well, that is exactly what it looks like (under the surface) when a business and its employees do not know where they’re going or how they are supposed to contribute to getting the vehicle to its destination. Employees who lack clarity and confidence in the direction of your organization will withdraw into routine responses and self-serving behavior. If they are unsure of where they fit into the bigger picture, they will hesitate. Everyone wants to enjoy and even contribute to the progress but when they don’t understand the final destination, (or what success looks like) and how they can help, they’ll start to feel lost and frustrated.

How do we fix the problem? What are the objectives and how do we achieve them?

The solution is quite easy – your employees need a map and clear communication from you. So begin with the end in mind and explain where you’re headed and what everyone’s role is in that journey. By making certain that each of them know why you are in business – what you’re called to do and where you are headed – they can better use their talents and skills to support you. AND they will do so much more enthusiastically. Giving them the platform of clarity removes fear, fosters confidence and empowers them to take more measures to support you.

It is also important, as the leader or the driver of this car, to point out to everyone involved what duties each lever and button is responsible for achieving. This way, whenever John needs some help with his project, he’ll know who to go to, who will best be able to help him, and tap into the true synergy within a team.

Synergy:

“...a mutually advantageous conjunction or compatibility of distinct business participants or elements (as resources or efforts).”

— www.merriem-webster.com

What is the problem? What does it look like?

When we lose focus we lose direction and effectiveness. We move into pathways of thinking that are often outmoded and even dangerous for the health of our company. It is hard for employees to gain and keep focus when they don't understand where their focus should lie. This is why Stability is so essential to begin with. When employees don't understand where their company is going, their efforts can be random, chaotic and mindless in fashion. They become ineffective and operate in reaction mode for the work they are tasked with doing.

How do we fix the problem? What are the objectives and how do we achieve them?

The route here is clear direction from the top. If you are clear in your communication about where you're going as a company and how your people can help you get there, it will be easier. Once you are clear yourself, it's important to prioritize action into a cogent and focused set of goals, strategies and tactics. This is the follow-through that takes an idea from understanding to action, which is essential if you want your efforts and your discomfort to get you anywhere. The last step is again about communication: If you open up completely, you can essentially get everyone rowing in the same direction, light them up and begin the fun work of helping them contribute in increasingly more powerful and effective ways.

I suggest that you make visible this image of your vehicle and what you imagine as the destination and everyone's role. Communicate this in everyone's job evaluation, reflecting on how they contribute. Communicate this goal in staff meetings so everyone can hear your consistency with this agenda and make it visible so that everyone can easily see it.

Lastly, it's imperative that you are walking the talk with this goal and contributing in accord with its completion. If you are focused, it will communicate to the team and influence the culture. Being the leader happens all the time, whether you intend it or not. The actions you demonstrate to your team about your level of sincerity and commitment are superior to the words you speak. If you can remain focused, you and your team will enjoy the fruits of the stability you seek in a highly focused and efficient workforce.

Consistency



What is the problem?

What does it look like?

When a team is inconsistent, clients feel it. It might be that the effort is there. It might be that the spirit is there. But when the team is inconsistent and unfocused in their efforts, the client can feel it and they won't return. Your employees cannot institute new ideas that are born from your focus and see them flourish and grow because there is no base to build from. Without clear expectations, consistency in routines and accountability for everyone, a business will never outstretch beyond the ability of the owner. It will never unfold its potential as an organism and flourish.

Consistency is a marvelous means to build brand and to establish your particular flavor of service. By reinforcing the company objective, you essentially can unlock the creativity of each team member, making them participants in an ongoing evolution of quality, because they will feel comfortable and stable. If the ideal is locked in your head and the systems to pursue it are invisible, you have essentially built a daycare for grown-ups who will lack initiative, fail to innovate or take responsibility unless there is a monetary carrot or punitive whip.

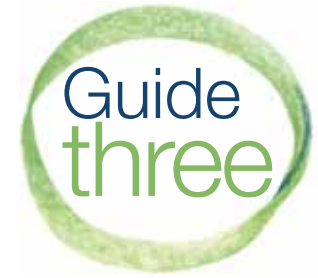
Employees feel confident coming to work and going about their daily tasks with constant reminders of the company's direction and their responsibilities for that direction. If you remain focused and compliment them and their efforts towards your overall goal, it will become the motivating factor for their behavior.

How do we fix the problem?

What are the objectives and how do we achieve them?

I suggest including this feedback into job evaluations. Alternate between lengthy and quick mentions of their progress and contribution, but be consistent in addressing it and make this a part of the company culture by catching people doing the right thing on occasion. Let them enjoy some public exposure for their focused progress, as it will help institute a culture where employees assess and complement one another to achieve results.

Consistency



For Employees:

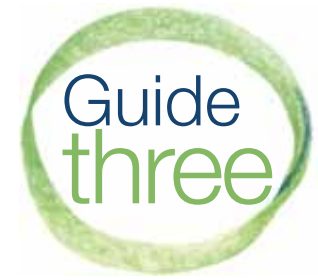
- Compliment their efforts toward company objective
- Include consistency in job evaluations, both as an expectation and as an opportunity for correction and education and goal setting
- Encourage co-workers to notice and complement each other, and even set up a procedure for referrals to management
- Set up an expectation for employees to use one another in a collaborative effort – this should also be part of their job evaluation – how often do they use their co-workers?

Clients feel it too. Consistency with the experience you create for customers is an imperative. Clients need to feel assured in you, your people and the service or product you deliver. It is how you make your focus come alive. Bring clients in, communicate with them and make mention of your company goals so they understand where you are headed. Make your customers participants in your bigger future! Put posters and signs in your space, communicating what your goals are and what the destination looks like. Help clients see your team as active in that pursuit and they will want to be a part of what you're developing.

For Clients:

- Include your company's objective in fliers, posters and coupons
- Include your company's objective in newsletters, mailings and billings
- Include your company's objective on posters and signs throughout your building
- Highlight individual employee achievement towards company objective in a way that the customer can take notice

Teamwork



What is the problem? What does it look like?

Being a part of something greater than you breeds humility, collaboration and a desire to serve others. It makes good sense to help one another when the common goal is shared and the means to achieve it is reliant upon joint performance. Without team work and a culture of collaboration, we see organizations devolve into cliques and competitive matches for attention. Teamwork ensues when the team feels stable, is focused, able to envision the work required to achieve it and collaborate in an ego-less structure of contribution.

Teamwork is also a hedge against isolated failure in your workforce. Once you institute teamwork, your culture becomes protective of results and will throw out the link that isn't progress focused or result oriented. If you engineer the culture dynamic correctly with a clear and well-articulated vision and prioritized actions that the team can take to seek achievement, it's not difficult to see a team take on a self-perpetuating energy. They will regulate themselves. They will motivate and support one another and they will form ad-hoc, multi-skill task forces to tackle problems. From daycare to autonomy in just a few easy steps.

How do we fix the problem? What are the objectives and how do we achieve them?

A strong method for instilling teamwork begins with communication about how everyone contributes to the overall. It's important for everyone to see how the roles within the vehicle help it get to its destination. It also helps the team seek out the help of the appropriate person on the team to assist them.

Make the vehicle visible so everyone understands where you are headed and which person on the team is in charge of each duty. When new projects are instituted, help your team seek the assistance of the right people to get the job completed.

Top tips:

- 1 Rethink your own operations...not who (1) is responsible, but whom (1+). Create a new habit that takes consistent advantage of synergy, whenever possible, to gain more efficiency and skill than a single person can contribute
- 2 Put this concept in evaluations – sharing responsibility with those who are appropriate
- 3 Have the partners or team share in staff meetings how they worked together, and how they feel it produced more value by being together than alone
- 4 Have the partners or team evaluate the project afterwards – take advantage of the learning process – it won't be perfect right away, but every project becomes an opportunity to learn and improve for all

Velocity



Here is the ultimate prize.

Incorporating Stability, Focus, Consistency and Teamwork results in an acceleration of results and geometric growth. Velocity ensues when these elements are joined and enabled. When they are not, a crumbling and disintegrating virus will eat your organization from the inside, out.

Companies that allow a lack of stability, focus and consistency to take root see a devolving in the team and a sluggishness that is lethal. Long gone are the days when a company could “hide out” in the land of average and still turn a profit. Customers are offered too many opportunities to do business elsewhere to tolerate a bad impression or a lackluster experience, which they will have unless these Five Pillars are in place.

Today's companies must be aggressive in the pursuit of excellence. Hiding in plain sight however, is the single most powerful secret of them all: Human Resource - Igniting the spirit of the people that create your company will transform the company potential. Velocity is the expression of that potential. Velocity means that the spoils of success come easier. Like a train, the beginning will be slow and take most of your effort, but with time and persistence, your momentum will develop and velocity will overtake your business.

To achieve velocity you must embrace the three C's: Commitment, Communication and Compliments.

Commitment

Everyone on the team must share in the dedication to the actions, the outcome and the attitudes for success, especially you. Without earnest commitment, velocity will never happen. And with commitment, you'll tap into the potent Human Potential that makes your client experience uncommon and memorable.

Communication

It's powerful to know something but that power has no transferability if it's not communicated. Talk about your ideals, your goals, your struggles and your attitude regularly. Opening the lines of communication among your team instills transparencies that can shortcut a problem or fast-track a result.

Compliments

We are motivated by positive results. If we know what we are shooting for, we can better achieve the goal. But since most of the actions that are required to achieve these goals will be subtle, it's important to complement one another. Imagine an employee handles a difficult customer— Maybe they don't know they did a great job and were a prime example of what to do... without the compliment it's impossible to help them or others know that. Compliment to punctuate the activities that inspire.

Instinctive Life for Business



Tammi **Brannan**

Tammi Brannan is a highly respected business consultant, who understands how to maximize employees' untapped potential. Having worked for 15 years with businesses, she has intricate knowledge of the frustrations experienced by business owners and executives. Ms. Brannan has developed the skills to alleviate those stressors through improved communication and enhanced relationships between management and staff.

For 15 years, Tammi lead the Human Resource Departments of multiple companies in various industries. As a result of her experience in Human Resources, she was inspired to launch **Instinctive Life**[™], where she helps businesses increase their revenues by maximizing the potential within each of their employees. Ms. Brannan has successfully transformed businesses by applying her unique concept to their workforce.

Taking businesses through a step-by-step process, called **Instinctive Life for Business**[™], Tammi guides business owners and managers to identify and fully utilize the skills within each of their employees, finding a niche for each person that makes sense for both the employee and the business.

Instinctive Life | 877-716-8922 | tammi@instinctivelife.com