

Grow Your Team, Grow Your Business

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1 Hour Course

Description:

Developing your team has the biggest reward in growing your business. This interactive course will discuss finding, growing, developing and retaining your team. Any successful starts with an excellent team.

Learning Objectives:

- Learn about why and how a great team matters to a business's financial success with less turnover
- Learn or discuss ways to find quality employees with a large emphasis on retaining the good ones.
- Discuss the concept of how employees stay when they have an ownership mentality

❖ Why is Team so important? (5 min)

- Cite statistics and studies that correlate effective teams and the direct effect on the success of the business
 - Success can be defined financially or by exhibiting a low turnover rate
- Great Teams start with great leadership
 - Cite companies that have succeeded or failed due to leadership

❖ Filling the Seats on the bus with the right people (5 min)

- First define the needs
- Search for candidates – using multiple recruitment channels
 - Discuss different avenues for searching for people
- Develop effective screening processes
- Hire for attitude rather than skill set
- Utilize personality tests

- Utilize emotional intelligence screening

❖ **Retaining People (25 min)**

- **Competitive Compensation and Benefits:**
 - Offer competitive salaries and benefits packages, including health insurance, retirement plans, and bonuses.
- **Career Development and Training:**

Provide opportunities for professional growth through training programs, workshops and educational courses.

 - Create clear career paths and promote from within.
- **Work-Life Balance:**
 - Encourage a healthy work-life balance by offering flexible working hours, remote work options, and generous leave policies.
- **Positive Work Environment:**
 - Foster a positive and inclusive workplace culture where employees feel valued and respected.
 - Encourage teamwork, collaboration, and open communication.
- **Recognition and Rewards:**
 - Regularly acknowledge and reward employees for their hard work and contributions through formal recognition programs, bonuses, or other incentives.
- **Effective Leadership:**
 - Ensure that managers and supervisors are supportive, communicative, and lead by example.
 - Provide leadership training to help managers build strong relationships with their teams.
- **Engagement and Feedback:**
 - Conduct regular employee surveys to gather feedback and address concerns.
 - Involve employees in decision-making processes to increase their sense of ownership and commitment.
- **Employee Well-being:**
 - Support employee well-being through wellness programs, mental health resources, and a healthy work environment.
 - Encourage breaks and time off to prevent burnout.
- **Clear Communication:**
 - Maintain transparent communication about company goals, changes, and expectations.
 - Hold regular team meetings and one-on-one check-ins, daily huddles
- **Growth Opportunities:**
 - Offer challenging projects and assignments that allow employees to develop new skills.

- Support lateral moves within the company to keep work interesting and engaging.
- By prioritizing elements such as a positive work culture, opportunities for career development, competitive compensation, acknowledgment, work-life balance, effective leadership, and employee engagement initiatives, organizations can significantly enhance their ability to retain valuable talent.

❖ **Measuring a team's effectiveness (10 min)**

- Use your team to set goals – Key performance indicators
- Through team meetings you set goals for the year – financial or otherwise
- Concept of Open Book management
 - Open-book management helps your employees think like bottom-line business owners. ... By helping your employees understand how their actions impact profitability, you increase their accountability and tie their daily efforts to your firm's success
 - Stories of using open book management
 - People will support that which they create
 - Employees start to feel like owners
 - People stay where they feel valued

❖ **Why does it matter to create your great team? (10 min)**

- Decrease stress of running the business, however, it's more than that. A great team grows your business
 - Explore concepts from Jeff Henderson's book Know What You're For as it relates to your team
 - The most powerful form of advertising is word of mouth, in particular positive word of mouth. A business is no longer what it tells its customers that it is. A business is what other customers tell what it is.
 - A great, positive team become the vision carriers of your business

❖ **Wrap Up – Summary of key points / Q&A (5 min)**