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A Team Building Seminar Can Work For Any Business

By Paul Tobey

It amazes me how popular team building seminars have become. Most major companies and organizations have turned to team building professionals at one time or another to get greater results from their employees. But, team building is not just for large companies, it works just as well for the small business entrepreneur. I'd like to focus on a couple of key points that will help you decide, as a big or small business, if team building seminars are right for you.

One of the first questions I always ask in my own team building seminar is; what's the number one thing you need to do in business to be successful. And, you wouldn't believe the mixed responses I get like; having a good product, having a good marketing strategy or having good management. While these things are important they're certainly not number one! The most important thing you need to do as a company, whether you like it or not is; SELL. In fact, if you're not selling is a hobby, not a business.

Learning to sell is by far the most important skill you could ever acquire. That's why I teach it in my team building seminars. Everyone on the team needs to know how to sell, not just the sales people. Why? Because that way, everyone understands, not only how important it is to the success of any business but how learning to sell can increase everyone's awareness of what it takes to be successful.

So, if selling is the most important skill what's the second most important? Team! The team is what gives life and energy to your ideas and what propels your company forward. Imagine how hard it would be to push a car up a hill if you didn't have a team. A team makes everything easier if, and only if, people know how to work together. Which, brings me to the third most important thing; Teach!

As part of a team, your responsibility is to teach everyone around you what you know that can help them do their job better. How do you know when and when not to teach? When you've done something and had success doing it, then it's time to pass on that information. So often when people learn something that's worked for them they keep it to themselves because somehow they think it gives them an advantage within the company. That's what you don't want. You don't want a bunch of individuals all competing with each other. That's not a team, that's a contest!

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Finally, the glue that holds Sell, Team and Teach together is; Accountability. When you become accountable for the success of others then you realize that your responsibility is to share the information you've learned that can help them. Then, and only then, can you be truly successful as a team. Becoming accountable for each other is truly the magic potion of successful businesses.

So, how can this work for a small business person that doesn't have a team? Exactly the same way! If you're in small business you still need a team in order to sell a lot of products and services. If you can't afford to hire a big team then all you need to do is offer to teach what you know that will help others. In the process, a team will form around you and the energy that you put into teaching will bring you greater success than you ever thought possible.

The cornerstone of Paul Tobey's

team building seminar

is focusing on results through collective

energy. To learn more about what this involves please visit

team building seminars

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Evaluating Your Team Building Activities

By Brett Danielson

Team building has become one of the newest buzz words in the corporate lexicon. In fact, for at least the last decade surveys of business leaders in every industry have shown that the prime characteristic they look for in new hires is the ability to work with a team. And why not? Research has shown that when people work in teams, they can accomplish far more than a group of individuals working together. But not all team building activities are created equal. Over the last few years, some industry experts have leveled criticism at the 'quick-fix' attitude that has been adopted by many companies who attempt to create or sponsor their own team building activities.

In order to be effective, say experts in corporate teams, a team building event must:

– Be integrated with real work goals.

o It's not enough to plan a fun day of activities for your team. The team building event that you plan should help focus the members of the team on what's not working and what needs to happen for the team to work together.

– Be part of an overall company goal.

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- o Plan team building activities and events as part of the company's overall plan for success. That means more than just a one off event to go buggy riding. Team building events should be an ongoing, annual or semi-annual event.

- Be planned by a team. o After all, the goal is to promote teamwork. The planning team should model the behavior that you expect it to promote.

- Be followed up with real work integration.

- o A one off event that has no follow up in the work world will be seen as a holiday at best – and a cynical attempt at manipulation at worst. To be meaningful, team building efforts must continue beyond the event day.

- Be reinforced by rewarding teamwork and team behavior.

- o Once you have a team that's working as a team, you need to reinforce that behavior by rewarding it. Recognition of teams that are working exceptionally well, special corporate events to mark team accomplishments and notice in the company newsletter are all ways to reinforce and reward teamwork within your company.

If planning an event that will do all that seems daunting, keep in mind that there are companies who make this their business. A company like that specialises in building team activities can offer your company custom team building activities that are designed to help your employees and coworkers focus on the importance of working together as a team.

Brett Danielson works for

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