

## **Grow Your Team, Grow Your Business**

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1 Hour Course

Developing your team has the biggest reward in growing your business. This interactive course will discuss finding, growing, developing and retaining your team.

### **❖ Why is Team so important?**

- 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**

- 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**

- 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**

- 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?**

- 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**