

# Harmonious Teams Are Cash Cows!

## 5 Steps To Unite Your Disjointed Team

By Shawn Byler, Ph.R.D, Body Image Expert

“We must all hang together, or assuredly, we shall all hang separately.” Benjamin Franklin

### *Is your executive team, sales team or collective internal team a cash cow or money pit?*

As I reflect upon my present and past consulting and coaching clients, their number one limiting factor is not



what you might think. Cash flow? No. Low sales? No. Marketing? Nix. Technology? Not even. Laziness? Nope. Systems? No again! The number one profit, performance and productivity thief is, a lack of team unity, direction and collaboration.

You see, functioning without a common direction, a clear map, loyal community, candor and collective purpose is like attempting to thread a needle with frayed thread. It's time consuming, anxiety producing, infuriating and ultimately makes you want to jab the needle into your own eye! Ok, that may be a little extreme, but not too far off!

An unruly, gossipy, low producing, unfocused team is frustrating, as well as devastating to profitability. I've seen many a team leader want to abandon ship and risk

drowning verses sticking with their current “non-team”. Leading teams requires specific education, awareness and action. Have you considered this: our team is exactly where you have lead them... Do you like where they've landed. If not, no worries. Every leader needs help in crafting and leading a cash cow team. Great teams are made by self-aware team leaders and fantastic, hand picked individuals. As such, you and your team have the potential of powerfully impact results, revenue, productivity, loyalty, turnover, profitability, quotas, and attitudes; in short the entire organization! Your team can become a “Cash Cow”. All that's required is your willingness to lead with excellence, vision and appropriate know how. Are you willing? Yes! Here's how...

**1. Hire the right people in the first place.** It's less costly to hire no one than to hire the wrong one! Take your time hiring. Lay out a crystal clear job description and take your time selecting. If hiring is not your forte', use an excellence driven hiring agency who can teach you or do it for you. Here's a tip. When hiring, select people with common values, this is critical. Yes, you should be asking potential employees about their values during interviewing. For example, if you hire a team member who's top value is power, they'll likely communicate dominantly and not play well with others. For additional hiring support, email us at [sbyler@create-momentum.com](mailto:sbyler@create-momentum.com).

**2. Remove or re-distribute current employees who may be misplaced.** Often we have great people, but they're in a mismatch position (or partial mismatch position). This is frustrating and steals productivity and ultimately profitability. Take the time to re-interview your staff. It's far less costly to get clear about current staff gifts, talents and strengths, recreate job descriptions or positions and re-distribute staff, than to let them plod along at 40% or less productivity in a dissatisfying job, or to fire and rehire. Mismatch staff is a huge money pit. Trust me, if you ask, your staff will tell you the very best position for him/her and it will be better than you could think of. It will also be performed with optimal productivity, which certainly means Cash Cow profitability.

**3. Clearly define success.** Ah, this is a big one. I have yet to work with a company who has success clearly defined or mapped out. Business plans are created and never reviewed again (and don't often define success anyway). Marketing and sales plans usually receive similar

neglect.

When success is clearly defined, each day is driven by purpose, passion and single mindedness. Why do you go to work? Do you begin each day with complete focus? How do you know when you've been successful? Do you FEEL successful each and every day? Is each day driven by the values you hold dear? Do you know what these values are? Until you're crystal clear about what success means for you and your company and have clear direction mapped out, there's no use having any expectations for your team! Define success, enlist your team in this vision and enjoy your Cash Cow!

**4. *Speak your mind.*** You're the leader, don't be a sissy! Candor is the only way to streamline team communication. HOWEVER... I am NOT encouraging diarrhea of the mouth. You must speak your mind, but you must do so with total kindness and respect. Volatility is merely a reflection of your own self-doubt and insecurity. Speak your mind fully when challenges arise (no matter how big or small) and welcome the same candor from your team. When teams feel safe enough to share candidly, productivity is cataupted! This means more Cash Cow!



ALL opinions are in fact equal and valid. Don't

make the mistake of tying your value as to your opinion, (which we do on an almost hourly basis). This is one of the single most devastating communication flaws in business and in the home. All opinions are equal, period. Now treat them as such. When equality is practiced and appreciated, staff is loyal, committed and disciplined, the three qualities most closely aligned with high profitability. Moo...

**5. *No More Venting!*** We love to assign the term “venting” to gossiping and complaining. With this terminology we don't feel like such a schmuck! But let's face it, it's

all the same and all counter-productive. No one actually feels better after “venting”, usually more frustrated because you got all worked up again. And likely, you got someone else worked up and upset too. That's not very friendly! Whtn venting, all you really want is someone to piss and moan with. To tell you, “yep, ur right, that person is a jackass”, or “yep, ur right, you / they were mistreated”. We want someone to feel sorry for us while we justify our own bad behavior! It may sound harsh, but if you let go of your pride and look deep, you'll find that it's true. Unflattering, but true! Gossiping, complaining and venting is for powerless victims, not empowered, go-getting, make-it-happen team leaders such as yourself.

“If everyone is moving forward together, then success takes care of itself.” Henry Ford

You now have five specific actions you can take to create kick-ass teams, what are you going to do about it? Use the space below to jot down 3 action steps you'll take over the next 7 days to get a Cash Cow Team!

- 1.
- 2.
- 3.

When asked why he had a team of twenty-one assistants, Thomas Edison replied, “If I could solve all the problems myself, I would”.

If you'd like to stop flushing money down the toilet and turn your low functioning team into a Cash Cow team, contact us today; 404-815-1724, or [sbyler@create-momentum.com](mailto:sbyler@create-momentum.com).

We are excited to hear from you soon!