

# Dynamic Team Development



Everybody talks about team-building but few actually accomplish it. Ask ten managers what team building means, and most will say things like: going to lunch together; keeping compensation packages competitive; wearing polo shirts with corporate logos; playing golf together; and participating in corporate pep rallies. While things like these certainly can help build team morale, they alone will never develop the kind of high-performance teams most employers are looking for. That's because they are superficial motivators that fail to address the deeper issues that hold teams back.

A serious mistake many managers make is believing that team building is event driven. It's not. It's a process. And it never ends. You wouldn't seriously expect to build a great marriage if you only spent one day a month with your spouse. Employees and team members require and deserve more attention, too. Real team building depends on two critical components: one is external and the other is internal.

## **The External—Managing Your Team**

Successfully managing a team is harder than ever. Managers have to constantly earn the trust of team members, while persuading them to buy into the company's objectives and do whatever it takes to achieve them. It sounds easy but anyone who has tried it knows it is not. Trust levels are low and self-preservation is paramount. Discipline, focus, commitment and a grasp of the nuances of human behavior are critical to effectively leading teams.

Dynamic Team Development shows managers how to understand what drives people and

motivates team members to perform at the highest levels. People are wired differently, thus one approach rarely works for all. Successful managers invest time in learning how their team members think and in knowing what each person needs in order to do their best.

We also help managers understand that, while corporate loyalty is absolutely critical to corporate success, self preservation and individual advancement almost always trump it. Managers must make the achievement of corporate objectives a legitimate win-win for the individual and the company. The key is in leading team members to see the achievement of corporate objectives as a means to fulfilling their own personal success. Real team building always gives both parties a win.

Some of the external issues dealt with in Dynamic Team Development include:

- Determining your team's current status, including: what's right, what's wrong, what's confused and what's missing
- How leadership promotes loyalty and raises

- performance
- How to develop a team with breakthrough perspective
- Boosting your Believability Factor and increasing connectability with team members
- Communicating effectively with difficult people and in difficult situations
- Improving your listening skills
- Knowing what motivates team members and how to pull the triggers
- How manager-subordinate relationships affect performance
- Coaching team members and giving performance-enhancing feedback

### **The Internal—Managing Yourself**

Managers who cannot manage themselves cannot successfully lead others. They may get away with it for a time but their shortcomings will eventually catch up with them. What today's team members are looking for is authentic leaders who lead with purpose, meaning and values.

Everyone knows who the authentic leaders are. They are the ones who, guided by a strong sense of core values, live and behave consistently in all situations. Authentic leaders know themselves well and have a strong grasp of what drives them, while leading incredibly balanced lives. Dynamic Team Development teaches managers how to lead, not just manage.

Some of the internal issues dealt with in Dynamic Team Development include:

- How to effectively balance managing yourself while leading others

- Three critical steps to better self management
- Determine the type of leader you are
- Managing today while leading the way to tomorrow

Dynamic Team Development is two days of the best training your managers will ever receive.

### **Dynamic Team Development Takeaways**

- Have a clear snapshot of your team's current status
- Know how to lead your team to break through barriers limiting its performance
- Learn how to gain and keep the trust of team members
- Be able to connect with your team emotionally as well as rationally
- Know how to motivate team members to exceed even their own expectations
- Know how to coach team members and give timely feedback that boosts performance
- Learn how to manage yourself better so you can lead others more effectively

Communicate to Connect is a solutions-oriented provider of coaching and training for executives and staff in the financial industry. Steve Craver is the founder and President. Steve Williams is the Creative Director.



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