

**Special Report for Managers  
and Executives Leading  
Teams in Business:**

# **Are YOU Making These Costly Mistakes When Building YOUR Business Team?**

The 10 Biggest Mistakes  
You Can Make, Which  
Hold Your Team Back  
From Peak Performance

[www.TeamBuildingForBusiness.com](http://www.TeamBuildingForBusiness.com)

## **Introduction**

As a leader or executive in business, are you looking for ways to get more from your team?

Do you need better performance and better results? Feel like your team is lacking something or there's something missing?

You are not alone.

Leading people can be a difficult and often lonely job. People have their own personalities and can be “funny” and challenging at times. The point is every person in your team is different.

So how do you get more from you team? To start with, you first have to *know* and *understand* your team and each of its members.

You need to examine every aspect of your team’s individual development and performance, to ensure all your people are in tune with your company’s **goals** and **objectives**.

But what aspects should be examined, and possibly be improved?

- **Communication** and **collaboration**?
- **Motivation, morale** and **engagement**?
- **Focus, team spirit** or **accountability**?

The answer is *each of these... and more*.

Building a team and getting the best performance from your team members is not just about getting *one* thing right, it’s about a *blend* of many subtle elements, all of which are easy for business leaders to overlook or get wrong.

Below is a checklist of the 10 most common mistakes many team leaders, CEO’s, executives and some business owners make when creating and developing a high powered, performance-driven business team.

Review them, consider them, and ensure you are not making these 10 mistakes when building and developing your own business team.

## **Mistake#1 – Not creating a clear vision or set of goals, in which team members buy into.**

It’s quite possible for you as a team leader to be able to see clearly the big picture or end goal(s), but not be able to precisely share or communicate this with your team.

You might be giving your team members bits of the puzzle, thinking they will put it together themselves, and then wonder why everyone is seeing things differently.

Your part as a team leader is to paint a clear picture of where you see yourself and your team going, and to connect with them on a visual level.

Every one of your team members needs to feel as though they fit into the picture and have a valuable and important role to play.

*You* and *they* need to see beyond the point at which you are now, to the point at which you will ultimately arrive.

### **Questions for you to consider:**

- Are your team members 100% clear on the goals they are working towards - both at a team and company level?
- How would your team members explain the goals they are working towards?
- Do your team members 'believe' in the team and company goals?
- Have any of your team ever mentioned the word 'fuzziness' or hinted that they were a little confused about your vision?

## **Mistake #2 - Not getting to know your team at an emotional level (i.e. knowing their fears, passions, limiting beliefs, etc).**

Not understanding or engaging team members at an 'emotional level' is a very common failing amongst team leaders.

Whilst it's important to focus on your teams' goals and objectives, it is very easy as a team leader to forget that you are dealing directly with real people.

And people can, and do have problems borne out of fear, lack of self-belief and other confidence issues.

To get the best from your team, you need to know what excites each team member, and what drives and motivates them... as well as what holds them back and de-motivates them.

It's important then for you to try to understand the individuals in your team on an emotional level.

The more you understand your team members, the easier it is to lead them and get the best from them.

### **Questions for you to consider:**

- Can you list the fears, doubts, limiting beliefs of each of your team members?
- Can you list the personal goals, motivation and ambitions of your team members?
- Do you know what de-motivates each of your team members?
- Are your team members' personal goals aligned with their work goals?

### **Mistake #3 – Not encouraging, better communication, collaboration and co-operation.**

Better known as the 3 C's, communication, collaboration and co-operation are absolutely essential amongst team members and other teams within a company.

A continuous flow of information communication between the team leader and team members will ensure everyone has their finger on the pulse and have clear objectives in sight.

Are team members clear about the priority of their tasks? Is there an established method for your teams to give feedback and receive honest performance feedback?

As a team leader you should talk to your people about targets, goals and objectives and explore how these might be better achieved through collaboration with other teams.

### **Questions for you to consider:**

- What do your team members do to freely share information with each other, and with other teams?
- Do you have silos where information is protected and not shared? Is this damaging to your results?
- What specific 'office politics' do play in your company - and how does it affect your teams performance?
- How do you ensure different teams cooperate and collaborate with each other?
- What have you done specifically to create an environment which fosters communication, cooperation and collaboration?

## **Mistake #4 – Not listening to your team’s suggestions and ideas.**

As a team leader, you may well be more experienced and qualified to make the big decisions but that doesn’t mean you should reject your team member’s ideas and suggestions out of hand.

As a team each individual should be encouraged to contribute with ideas and suggestions and you should consider each on their own merit.

Quite often team members can bring diverse opinions to the table, which could prove to be invaluable in terms of improving operational procedures and the smoother running of routine activities.

Also, actively listening to your team will encourage more ideas to be put forward, and it could take just one unique idea to uncover a unique solution.

### **Questions for you to consider:**

- How do you encourage team members to share ideas?
- What mechanism do you have for capturing and acting on ideas?
- Would your team members say you are good at listening to their ideas -- and why?
- What team member ideas have you acted on before, and what impact did that have on your team’s morale and motivation?
- How did you reward and recognise their ideas and contributions?

## **Mistake #5 – Not detecting or ignoring troublesome or disruptive team members.**

Many organisations today are quite complex, and so are many working teams. Some companies have cross-cultural teams, cross-functional teams, temporary project teams, sales teams, project management teams and teams that span a whole range of organisations.

Inevitably, there will be times when problems could arise between one or two members of your team, for whatever reason, and if not dealt with, could have an adverse effect on the team as a whole. Situations like this need to be dealt with rapidly and yet fairly.

Your team needs to focus on objectives and not be distracted by individuals who are more concerned with their self-importance. You need to identify

troublemakers early on and if necessary remove them from the team in order for the team to function and operate effectively and efficiently.

### **Questions for you to consider:**

- Do you have people in your team who are a negative influence and drag your team down? Who are these people?
- What specific impact do these people have on your teams overall performance?
- What steps have you taken to deal with negativity in your team?
- What future steps do you plan to take to remove negativity?

## **Mistake #6 - Not getting your team focused on your business and your customers.**

As a team leader you should not lose sight of the reasons why you are continuously striving for improvement in your work teams. You are really striving to improve results for customers.

The lifeblood of any company is its customers and everything you do should have a customer focus, whether directly or indirectly, and whether or not your team is directly customer focused.

Getting your team members focused on your customers' wants, needs and expectations will help them better realise their purpose, and the reason for all that they do within the organisation.

Your team needs to be aware of the integral part they play in delivering your company's message to its customers...

And as Sam Walton founder of Wal-Mart said...

*A customer is the most important person in any business*

*A customer is not dependent upon us. We are dependent upon him.*

*A customer is not an interruption of our work. He is the sole purpose of it.*

*A customer does us a favor when he comes in. We aren't doing him a favor by waiting on him.*

*A customer is an essential part of our business--not an outsider.*

*A customer is not just money in the cash register. He is a human being with feelings and deserves to be treated with respect.*

*A customer is a person who comes to us with his needs and his wants. It is our job to fill them.*

*A customer deserves the most courteous attention we can give him. He is*

*the lifeblood of this and every business. He pays your salary. Without him we would have to close our doors. Don't ever forget it.*

**Questions for you to consider:**

- Do your team members recognise that their salary is paid by customers, and no one else?
- What specific steps do you take to keep every member of your team focused on your customers' wants and needs?
- What steps do you take to ensure your team members take responsibility for giving customers a 'wow' experience, and making sure they 'repeat buy' from you, and 'recommend you' to their friends, family and business associates.
- What do your team members actually know about your typical customers in terms of markets and demographics?

**Mistake #7 – Not inspiring your team, and or making them believe in themselves.**

Do your team members feel the team mission is important? Are your team members committed to accomplishing the team mission and expected outcomes? Do team members perceive their part as valuable to the organisation and to their own careers?

If they do then your team are where they should be in terms of self-belief, but all too often this is not the case. Assuring individual team members that they can achieve what might appear to them to be unattainable is a prerequisite skill of every team leader.

Your team will look to you for inspiration, and if you believe, then they too will believe. Belief is a state of mind, in which trust and confidence is placed on ability. A sign of good leadership is to recognise this and develop a leader/team relationship. A successful leader/team relationship inspires people to become more than they might have been without the relationship.

**Questions for you to consider:**

- Are your team members excited and challenged by team opportunity?
- Are your team members passionate about their work?
- Do your team trust you and believe in you?

- What have you done to inspire your team today?

## **Mistake #8 – Not giving recognition and reward where appropriate.**

Because you expect people in your team to work hard and deliver results then you should also ensure that their efforts are recognised and praised. A leader makes his team members feel important and appreciated for their efforts and values their input.

Recognition of achievement is not always about financial reward, which although welcomed tends to have a short-lived high, it's more often about acknowledgement and credit to those who deserve it. Everyone likes to feel important and appreciated without exception.

Open recognition and appreciation will very often help to build confidence in all team members, and the individuals are more likely to accept accountability when things go wrong.

It also goes some way in creating motivation and team spirit.

### **Questions for you to consider:**

- How do praise your team members, or show your appreciation to them?
- Do your team members ever feel unappreciated or unrecognised? Why?
- What non-monetary rewards do you give to your team members as a 'thank you' for their efforts?
- What would your team members say about you as a leader?

## **Mistake #9 – Not continually developing your team - and not taking ownership for developing your team.**

This could potentially be suicidal in business simply because nothing remains the same and everything changes. If you want the best from your team you have to get up to speed with the latest trends in team development.

Going through the same old routines and using the same old language could result in your team efforts becoming stifled and stagnated. This could also have the effect of restraining your team, which in turn prevents growth.



Words like inertia and complacency have no place in a dynamically structured team building program, so it's important that these flaws are recognised early. As a team leader you should personally create and encourage new ideas and stimulate new thinking, and not rely on outside influences.

Your team needs to feel a real buzz about the place and this intensity can be brought about by creating interesting and exciting new tasks.

By continually developing your team you will get far better results because your team will become much more responsive to the challenges you set them.

### **Questions for you to consider:**

- What have you done in the *past* to develop your team, and get the best from your team?
- What plans do you have to building your team in the *future*?
- Do you take full responsibility for developing your team, or do you see 'team building' as somebody else's responsibility
- Define your role as a leader of your team. Do you see team building part of that role? If not, why not?

## **Mistake #10 - Thinking you can build a cohesive team with a one-day off-site fun event.**

Fun events like paint-balling, go-karting and treasure hunts are just that... fun!

Your team members are not at work, they are at play and so the whole event is about release of pressure and a good excuse to get one up on someone in the team they may not particularly like.

During these fun events your team members will let their guard down and quite often you'll see a different side to them. It's also quite unlikely they will be thinking about work.

Has a one-day team event ever increased understanding and emotional engagement, catalysed changes in behaviour or helped create an environment in which your people are inspired to deliver great results?

Some 'fun' outdoor events can actually have the reverse effect on one or more of your team members' morale, especially if they feel pressurised into taking part.

## Questions for you to consider:

- Have you ever organised a fun day team event, and how did it improve your team's performance?
- Do you think it is *your* responsibility to develop your team, or do you believe it should be outsourced to somebody else?
- What 10 elements do you think are important in developing your team? i.e. communication, sharing, goal setting, etc.

## Final Thoughts

Team building and development cannot be defined as a course or a training programme, it's a continuous learning curve where everyone including the team leader should be responsive to other's needs.

You cannot remove or ignore the basic human elements of your team, so it's better to understand them so you can better manage them. It's also easier to manage a team if its members have the knowledge, skills and capability to address the issues for which the team was formed.

And if it doesn't, does the team have access to the help it needs? Does the team feel it has the resources, strategies and support needed to accomplish its mission?

What's more, is your organisation really interested in managing change? Does it value creative thinking, unique solutions and new ideas?

Discovering how to better manage a well developed team can bring amazing results and can be very rewarding, but are you capable of leading your team upwards and onto the next level?

Can you do better?

Continue reading on the next page of this report for a [new way forward...](#)

**“Do you relate to *one or more* of the 10 team building mistakes?  
If you do, there is a way to quickly and easily get more from your team...”**

## **A New Way Forward?**

# **If You're A Business Manager Or Team Leader, This Special Report Could Change The Way You Think About Team Building Forever...**

Dear Business Leader,

Are you looking for a way to improve your team's overall performance?

Need to know how best you can fine-tune your team so as to get that little extra?

Willing to explore a new concept in team building and develop a new action plan?

If things don't seem to be working out for you as a business manager or team leader, and you're not getting the results you expect and need, then something is obviously not working as it should.

It could be something very simple... something that just needs a little tweaking... something that needs just a little bit more polish.

If you're already directing and driving a successful and ambitious team who are currently displaying bags of enthusiasm and oozing with confidence then getting that little bit more shouldn't be a problem... unless of course the problem is not knowing how.

Whether your team is delivering results as expected, falling just short of the target or totally under-performing, you're about to discover a Program that can help you get more from your people for what is basically... very little effort.

**Do you want a highly motivated, results-driven, high octane team delivering customer focused results?**

If you do then you might want to start thinking about how you can fire up your people so you can...

**Develop an elite corps within your company... Develop high calibre, enthusiastic team players... Develop a positive “can do” attitude in your team... Recognise what best motivates each team member... Discover what makes your team greater than the sum of its parts... Inspire your team to reach new levels of achievement... And probably most importantly... create belief!**

We happen to think that corporate team building and development is not all about events like paint-balling, go-karting and treasure hunts.

These should be the REWARDS for achievement. But, today that's the way many team leaders think you should build a successful team. Well, now it's time for a reality check...

It's time to ask yourself...

**Can my team members create useful ideas? Can they analyse problems effectively? Do they actually get things done? Do they communicate well, especially with customers? Do any of my team members have leadership qualities? Can any of them evaluate logically? How many have valuable technical abilities? Can they write, speak and present effectively?**

These are the absolute requirements of a winning team, and they also represent the varying essential abilities that need to be recognised by YOU, the manager or team leader.

How accurately a team member can shoot a paintball is really not going to cut it here.

Instead we think communication, collaboration and communication matter much more. We also happen to think accountability and creativity carry a higher score than the centre of any target-board. But then we are totally laser-focused on results.

As a manager or executive we understand you have P&L responsibility or you are charged with delivering KPIs, deadlines or targets, so we know and fully appreciate the pressures you face. That's why we have been working to create a helping hand, a solution... an alternative.

**You as a team leader, developer, or team manager will be judged on your performance and achievement... so how are you doing so far?**

Now, if you think there's something missing in your team then you're probably right. And... have you thought about your own development... is there more YOU could possibly do as a team leader?

Complacency can creep undetected into every component of a business and that means even you, the leader of people, with a host of responsibilities, may be unaware that you, yourself have become a victim of self-satisfaction and contentment.

As a leader, keeping abreast of changes, which are most needed to meet today's new demanding challenges, is your duty.

Top performing team leaders are alert, are aware, have vision and fully understand business, the company they work for, their people and what's expected of them. **They totally get it!**

So, if you're looking to fine-tune your team, so that you can get that little extra from them, and you're open to looking at new ways to better improve your own skills, then forget about corporate fun days for just a moment...

Instead, consider a new type of team building Program, in which you and your team can become totally immersed and totally focused on the one same goal. A Program based purely on a simple strategy for success, in which you all share the same vision.

Instead of playing team games, discover why you should all be playing mind games, and how this method is so much more powerful than anything you have ever seen or tried before.

If you are serious about your position as the leader of an elite team of high achievers and performers and you want more from your team then you need to take a seriously close look at... **Enterprise LEADER.**

**A different approach... A mind-shift, in which even the slightest change can make all the difference.**

**Why Enterprise LEADER?**

Simply because you need to create an atmosphere of enthusiasm, in which team members are stimulated to perform well, find fulfillment, gain self-respect and play an integral role in the team's overall success... but you know that already.

However, achieving this state of equilibrium despite the diversity of your team's individuals is not always as easy as it might sound... and you know that too.

So, consider this...

Imagine if you could clone yourself, 5, 10 or 20 times over. How simple would it then be for everyone in your team of clones to think, act and react like you? That's a no brainer, but it's not completely impossible as long as everyone in your team can see the same thing, want the same result and desire the same outcome.

**Fact! Enterprise LEADER is a tried, tested and proven high performance team development system that is GUARANTEED to deliver results.**

Its unique content has been carefully derived from the highly acclaimed Millionaire MBA Program, in which real, purposeful enterprise, based on the experiences of some of the most highly successful entrepreneurs of our time, has been clearly defined and transformed into a blueprint.

This blueprint is basically a wealth plan, to which many aspiring entrepreneurs now steadfastly follow without question... and why shouldn't they? It works!

Like Millionaire MBA, **Enterprise LEADER** has been many years in the making, taking into account all that is positive and proven in team building, team leading, team management, business management and the all-important aspect of customer retention and acquisition.

A Program with such pedigree is nothing less than you would expect to find, if you are really serious about looking for a new way to get more from your team and more from yourself.

**Enterprise LEADER** has been specifically designed for you in mind, because not only do you want to achieve more as an individual, you also want to prove to yourself and your team that you are prepared to explore new horizons... in order to achieve better results.

**Is Enterprise LEADER really any different from any other team building Program or course on the market today?**

This is a question you were fully expected to ask...

Firstly, **Enterprise LEADER** is NOT a course. It is a unique in-house team development Program, but unlike other Programs it is all encompassing and requires the input and participation of the whole team. Only with full team participation can the individuals grasp and develop this totally new concept.

There will obviously be some parts of the Program, in which some or all the individuals in your team will be familiar, but in essence the content is designed to be instructive, inter-active, enlightening and to provoke argument and discussion. And probably the best part about the whole Program is... it's quite fun!

It's basically an enjoyable learning exercise, in which everyone is encouraged to grow and explore, discover and implement... together.

What makes Enterprise LEADER really stand out as a team building and team development Program is its ability to laser-focus each individual's attention on one prime objective... the ultimate goal... and then work towards achieving that goal as an elite unit.

The Program makes it easy for you, as team leader, to deliver world class training to your people in a manner that will bring out the very best in them, making them want to surpass all expectations, go the extra mile and leave no stone unturned in their quest to prove their unrivalled abilities to you, themselves and other team members.

Your team will evolve a common language from working closely together, and will advance that into a common action. A goal orientated action.

In desperation to build a cohesive team, some team leaders and managers can generally find themselves embroiled in massaging the ego of some of their team players, and listening to the ritual tribal moans of others, whilst in contrast you can be confidently conducting your own "orchestra", all playing in perfect pitch and harmony.

Good things will happen when every member of your team finally realise that their primary function is absolutely critical to the overall success of the team as a whole. That's what makes **Enterprise LEADER** different.

## **Is Enterprise LEADER difficult or time-consuming... And what's the pay off for me and my team?**

No, no and big!

A short and sweet answer is not enough for what is potentially a career-enhancing Program, which also has the potential to turn fortunes around for everyone concerned.

The Program is not difficult to follow and because you and your team are intelligent people, you'll soon realise that it has been developed specifically for

you by people who you can relate to. These are people who speak your language and people who know and understand business.

The fun element really comes from seeing the Program work before your very eyes. Seeing results, which can be measured, and which are also transferable.

It can take as little as one hour a day, one hour a week or one hour a month to work through the 20 modules of this Program. It's entirely up to you how you want to play it. But, don't expect dramatic results if you do nothing with it at all.

If you do nothing with it you'll get exactly what you're getting right now, which is...?

### **Okay, so what's in it for you?**

Winning teams have strong visible leadership, and as a leader you must set the style without losing sight of the corporate mission. To win you need to be a good leader, and here's the first pay off. Your team will see that you are indicating leadership and that you're trying to help them develop further by introducing and exploring a completely new concept.

You will demonstrate to your team that you possess vision, and you will be providing a positive sense of direction in order to give meaning to the lives of each of your team members. And that brings the second pay off. Your team members will truly respect you for showing how much you care for their future and their welfare.

You will be allowing your team the freedom to grow and you'll encourage them, as individuals to express new ideas. **Enterprise LEADER** embraces this strategy because innovation holds the key to all that you and your team desire, in terms of job satisfaction and even monetary rewards.

The pay offs will be coming thick and fast as results begin to prove that your decision to implement the Program has proved to be a significant demonstration of your own initiative.

On a human level you will command respect and on a financial level you will command a much higher salary. That could prove to be your biggest personal pay off.

### **So, what if I buy It, try it, don't like it or it doesn't work for me and my team?**

No Problem...



**Enterprise LEADER** comes complete with a full 60 day, 100% money back guarantee, absolutely no questions asked!

We're not trying to hard sell you the Program, we're just making you aware of its existence, simply because... we think you want and need to get a little more from your best people.

We do however, invite you to take advantage of this unique in-house team development Program right now and get an edge over your competitors and rivals. It could be just what you need to stay in the game and out-sell everyone else in your market.

**Don't look for reasons why you shouldn't have this Program, instead we think you should consider what you could achieve with it! Remember... this is different!**

**Enterprise LEADER** stands firmly on its own merits and those companies who have tried it already have found it to be an absolutely essential weapon in their team building armoury.

Companies like... **Haylor Freyer & Coon** insurance brokers who have used **Enterprise LEADER** throughout their 230 person agency to create several high performance teams.

And people like... CEO **Danny Finchan** of All Task Construction who used **Enterprise LEADER** to get his management team and employees focused on the same goals and increased revenues, profits and overall growth at the same time.

And people like... **Richard Hammond** of Hammond Furniture who used **Enterprise LEADER** to close the gap between his sales and operations teams and completely transformed the culture in his 1,000+ employee business.

**Enterprise LEADER** is designed around the case-study of Amroze Technology, a company which has fallen on hard times, but is starting to turn itself around. Case studies are a proven learning technique used in MBA courses around the world. They help get key learning messages across, as well as giving a framework for discussion, debate and idea stimulation.

**Enterprise LEADER** is recommended for Business Owners, Business Managers, Business Executives, Business Team Leaders and Team Developers, and is 100% business focused. That means your customers, your results and ultimately your company profits are kept clearly in focus at all times.

## **Enterprise LEADER is an informal team development Program, which will allow you and your team to easily acquire the skills needed to reach the next level...**

A level your competitors might never, ever reach!

Here's what get with Enterprise LEADER...

- **(1) 20 MP3 mentoring sessions:** These mentoring sessions are the core of Enterprise LEADER and will instill the fundamental basics of business into every employee in your company. Simply download and copy these files (and other MP3 files) onto the MP3 players or mobile phones of your employees.
- **(2) Introduction audio session:** Here your employees will be introduced to their mentors and will be given directions on how to study the mentoring Program.
- **(3) A 218 page workbook:** This workbook is crucial for your employees to gain the most from the Program. Each of the 20 day's mentoring session is summarised in the workbook and provides a series of practical exercises which allow employees (and managers) to personalize the course back to your business.
- **(4) 20 Summary audio sessions:** These sessions capture the core messages, essence, information, learning and teaching in 20 separate tracks and allow employees to re-listen to the main points from the course in about 1 hour flat.
- **(5) A spoken word copy of Business Upgrade:** This book introduces employees to the principles outlined in Enterprise LEADER and is the first step on the journey.
- **(6) Foundation Series Plus+:** Your employees will receive FIVE hours of additional mentoring sessions taught by real-life entrepreneurs and business leaders.

- **(7) Entrepreneur Interviews:** Your employees will also receive TEN hours of extra bonus mentoring sessions. Here mentees will hear many of the original interviews from which Enterprise LEADER was built.
- **(8) One-hour Kick-Off Phone Call:** To get you started, you'll receive a one-hour kick-off phone call with one of our team, to make sure you know how Enterprise LEADER delivers the greatest results for your company.
- **(9) Six-months Telephone Support:** To answer any questions you have during your first stages of using Enterprise LEADER, we'll be on hand to answer any questions you may have. We want to make sure you see the results you want and expect with the Program, and we're here to make sure that happens!

The ultimate objective we set for Enterprise LEADER is to help you as a manager or team leader create your Dream Team. A team of highly focused, dynamic individuals who each excel at their particular role because of the enhanced skills, motivation and confidence they will undoubtedly derive from participating in this unique team development Program.

**We hope that's exactly what you want too.**

Like the Butterfly Effect, **Enterprise LEADER** could help bring about one tiny change to your current team building Program, which could spiral into hugely positive results for your company.

It just remains for someone to take the credit!

[Click here to go to the Enterprise LEADER order page...](#)

This special report is brought to you by...

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