



BUILDING A WINNING TEAM:

A BUSINESS LEADERS GUIDEBOOK TO DEVELOPING STELLAR EMPLOYEES

T O N I K A B R U C E





If you want to expand your business, you will eventually need help.

INTRODUCTION:

YOU ARE A LEADER, NOT A SUPERHERO

- Many small business owners are very protective of their vision because they know exactly where they want to take their business. Sooner or later, though, most entrepreneurs recognize that they need help to grow.



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- If you are ready to start growing your work team, this book will give you the skills to find an incredible team and the knowledge to create a productive work environment.
- You may be the type of person who does everything by yourself. That is a good plan if you have a small business that depends solely on your efforts. However, if you want to expand your business, you will eventually need help. For most businesses, great success arises from having an incredible workforce.
- Have you ever heard of **superhero syndrome**? Superhero syndrome means that you feel that you are the only one who can do things perfectly – and you should be the one doing everything.
- Bill Gates, the founder of Microsoft, used to have a big challenge with delegating work to his team. When he first started his company, he struggled to trust his employees and had an immense urge to micromanage. His need to manage everything began to affect productivity.



o Over time, he realized that this was not the best approach for him or the company. It was not working and certainly was consuming him. He began trusting other people to manage new hires, write code, market his products, and many other things. He even began to realize that some of the people who worked for him were better than he was.

Before we dive into the details of this book, if you already have a team up and running here are [quick tips on areas to focus on](#) to ensure you have a team working in synergy.



PART 1:

FINDING IDEAL PEOPLE FOR YOUR TEAM



The people you hire will have a lot to do with defining and upholding your business culture.

- Before you can hire the perfect team, you need to determine what kind of help you need. Do you need employees who can take over some of your responsibilities, or do you need to hire people with expertise that you do not currently have?



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- Here are some quick and simple ways to know when it is time to expand:
 - You can not focus on big tasks because you are spending all your time on rote work or focusing on small details.
 - Your customers are not getting the attention they need.
 - You have steady, consistent work, not just a week or two of intense work.
 - You or your current staff are consistently overworked and frustrated.
 - Hiring new people will increase revenue.
 - You are turning down work because you can not keep up.
 - You require someone to do a specialized task.
 - You are making enough money to hire employees.
- Many entrepreneurs with experience have felt the brunt of bad employees. And this can cause some business owners to prefer not hiring anyone. But, there are good workers out there who are ready to support your business you only have to find them.



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- To ease this struggle, here are five helpful tips to consider when bringing onboard a new employee:
 - **Define your business culture.** Your company culture is a combination of values, traditions, behaviors, attitudes, and beliefs. The people you hire will have a lot to do with defining and upholding your business culture. To maintain this culture, hire people that enhance instead of diminishing it.
 - **Look for people who share your values and understand the vision and branding for your company.**
 - **Hire people of strong integrity and character.** Your employees should be knowledgeable about your products, but they should also be ethical people who work well with others. Hiring trustworthy employees means you can provide a safe environment and unburden some of your responsibilities without fear. No employee will be perfect, but a team member that works with integrity will produce ongoing rewards.
 - **Create a team of diverse workers.** The business landscape has changed over the past sixty years, and many companies are learning that diversity is a strength and not a weakness. If you want to bring in people from many demographics, there are a few things you can do:



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- Make diversity a part of your business culture.
- Determine your criteria before the interview.
- Have a diverse group of people interviewing.
- Post job opportunities in different localities.
- Attend job fairs in various communities.

Read more about building and managing a diverse team [here](#).

○ **Use a variety of avenues to find good people.** You may know what kind of people you want, but how do you find them? Consider using the following channels.

- Your business network
- Social media networks
- Online job boards
- The newspaper or physical job boards



- **Use your branding in your recruiting ads.** You may not be selling a product, but you are selling your company. Use creative Ads that will pique interest in your audience while giving them an idea of the business ideals.

Are you an aspiring or new leader? Identify your core strengths and leadership style. Get this foundational leadership ebook to start building on your leadership capacity: [The Impactful Leader](#)



PART 2:

MAKING YOUR EMPLOYEES FEEL VALUED



Employees don't feel loyal to jobs that leave them feeling unhealthy and unappreciated.

- It is impossible to overemphasize the importance of treating your employees well. You may not make your employees millionaires, but how you treat them makes a lasting difference. Your treatment often has more to do with the morale of the company than the individual income levels.



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- In the short term, your business may thrive under high-pressure management. Your employees may work twice as hard to meet your rising expectations. In the long run, however, there are significant consequences. These are:
 - High healthcare costs and increased health problems among employees
 - Disengagement among employees
 - Lost loyalty – high turnover rate
- The number one issue from high-stress businesses is the toll it takes on the health of the team. A study conducted by BMC Public Health concluded that individuals who work at high to medium strain jobs visit their general practitioners 26% more than those who work at low-pressure jobs. They also go to a specialist 27% more often.
- A second issue that arises from high-pressure management is disengagement. Workers who are disengaged are less likely to perform well and far more likely to have an accident or make a mistake.
- So how can you be sure that you're treating your employees well?



- **Compensate them well.** You don't have to pay your employees so well that you forfeit a healthy budget, but paying your employees a fair wage will go a long way.
- **Offer flexibility.** There are a growing number of employees who desire flexibility in their work schedule. Many people are looking for remote jobs or grant them the capacity to work from home some of the time. They want the freedom to work shifts based on their needs.
- **Listen to your employees and show them that you care.** Taking the time to listen to the people who work for you will make a difference in how they feel about their time at work. Try to give them your undivided attention.
- Another issue with high-stress jobs is that they lead to high turnover rates. Employees don't feel loyal to jobs that leave them feeling unhealthy and unappreciated. The cost of replacing an employee is high, and a leader must avoid it whenever possible.
- **Show your employees appreciation.** Almost everyone needs to feel that the work that they do is seen and appreciated. Remember, the employees are still people with unique temperaments.



Some personality types need more affirmation than others. But most people need to know that the work they do is meaningful and valuable.

- **Have reasonable expectations.** Remember that people learn and acquire skills at different rates. Something that you find easy doing may take a new employee some time to master. Be patient with them while they're learning and refrain from becoming easily annoyed.
- **Onboarding is a critical step in creating a winning team.** Train your employees well the first time. When you're teaching your employees new skills, it's better to teach them well the first time. It may feel like a demanding process, but it's far better to teach them well at the beginning than to have to keep retraining them on the same tasks.
- **Don't be afraid to loosen up a little.** Work is a place of work. But there's also power in play.
- Google, the tech giant, knows the value of happy employees. They allow employees to bring their pets to work, and they also offer gyms and swimming pools, video games, foosball tables, and loads of other perks.



PART 3:

CREATING A TOP-NOTCH WORKPLACE CULTURE



The most important part of creating a top-notch company culture is finding and hiring employees that share your values.



What Company Culture Constitute

Company culture is the personality of a company. It is the set of values, beliefs, and behaviors that shape how employees interact at work and with customers.

Company culture is often unspoken and can be tough to quantify, but it plays a crucial role in how well a company performs.

It can be a powerful tool for attracting top talent, fostering innovation, and building a strong sense of loyalty and identity among workers.

In the news, corporate culture often depicts things like free food in the office or unlimited vacation days. But those are just surface-level perks. Company culture is really about the underlying values that guide an organization's decision-making and day-to-day operations.

For example, Google has built a reputation as a place where creativity and out-of-the-box thinking are encouraged. All employees get the freedom to bring new ideas and experiment with new technologies. This creative atmosphere encourages employees to come up with innovative solutions to problems, which ultimately benefits the company.



Another company with a strong culture is Zappos.com. They are well-known for their company culture, which revolves around excellent customer service. In fact, they have a core value called "create fun and a little weirdness." Employees are encouraged to be themselves and to have fun at work. This creates a positive work environment that is enjoyable for employees and results in happy customers.

Some companies have very strict cultures where everything from how employees dress to their behavior is strictly regulated. Other companies have looser cultures where staff have more freedom to be themselves.

Ultimately what works is a culture rooted in your values and authenticity.

The most important part of creating a top-notch company culture is finding and hiring employees that share your values for the team.

- In addition to finding employees that fit your culture, you also want to cultivate a harmonious environment. There's more to managing a great team than just being kind.

Here are a few practical ways that you can help grow a workplace culture that's functional, sustainable, and productive:



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- **Create clear roles and expectations.** When you bring on a new hire, they must understand their roles and responsibilities. When a job description is vague or open to interpretation, it can often become confusing and frustrating.
- It also opens the door for unnecessary conflicts with you and other teammates.
- Before you post a job position, know for sure the type of help you need in your business. Include this in the job description.
- If you feel that your employees are outgrowing their current position, consider promoting them. Try to avoid tacking on a never-ending list of responsibilities to a strong employee.
- **Give employees a sense of purpose.** More and more, people want to do more than the clock-in and clock-out. They want to feel like the work they do is meaningful and purpose-driven. Andrew Sillitoe has outlined five focus areas of change that can apply in the workplace:
- Shaping the story. Let them help create the narrative of your business.



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- Ask, don't tell. Instead of telling your employees everything they should be doing, ask them questions.
- Create leaders. You want people to follow your directions, but you also want them to be able to lead.
- Embrace failure. Of course, your business needs to work smoothly, but your employees shouldn't be afraid of failing.
- Hold each other accountable. Holding your employees accountable is a necessary part of being their boss.
- To create a harmonious work culture, you also want your employees to work well together. Here are some practical ways that you can keep teamwork strong:
 - **Strengthen your leadership.** A team without solid leadership struggles to thrive. Leaders should set an example for the rest of their employees.
 - **Team-building retreats and activities.** Team building activities help break down barriers between employees, give them a common goal, and give them time to work together in unique ways.



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Think about these goals ahead of time and ensure that your activities reinforce your vision.

- **Keep everyone on the same page.** From entry-level positions up to upper management, your work team should have the same mission. When everyone is working towards the same ultimate goal, it's much easier for your workforce to work together as a team.
- **Incorporate ideas from all employees.** Let all your employees know that they have a say in the business and that leadership is willing to listen to them. You may be surprised by how much your employees are ready to share and able to offer.
- **Encourage employees to communicate with each other.** You want your employees to communicate well with management, but you also want them to communicate with each other. Give them time to work together on projects, share lunch breaks, and throw work socials.



YOUR NEXT STEPS

Forming a successful team is critical to any leader's success.

The most successful leaders know that they cannot do everything alone. To achieve their vision, they need to build a strong team that shares their values and is committed to achieving the same goals. To get there, these are your next steps:

- Recognize that you need help is the first step. You can't do everything alone, and trying to will only lead to burnout.
- Find people who have complementary skill sets and share your vision for the team.
- Work to create a culture of trust, respect, and supportive collaboration. Encourage everyone to contribute their ideas and be open to feedback. When everyone feels like they're part of the process, you'll be amazed at what your team can achieve together.

This book captures a condensed version of Coach Bruce's leadership coaching. To get personalized one-on-one training with Tonika Bruce [sign up for a free consultation *meeting*.](#)



RELATED INFORMATION

Go to the online courses page for additional training resources: [Leadership Resources](#)

Further reading on team management:

Managing Virtual Teams: [Solutions to Top 3 Challenges of Managing Virtual Teams](#)

Time Management for Teams: [How You Can Improve Your Team's Time Management](#)

Self Reflection for Leaders: [Top 5 Questions to Reflect on Your Leadership](#)



MEET THE AUTHOR



Tonika Bruce

Tonika Bruce, #1 Best-selling author, is a well-sought-after coach, registered nurse, and passionate leader. Her main aim is to help people find their purpose and fulfill their passion.



Check out Tonika's Portfolio

Many have referred to her as a change agent and serial entrepreneur with more than 20 years of experience in impact leadership, building businesses and teams, and mentorship.

She is devoted to educating and empowering people to find purpose, fulfillment, and prosperity. By imparting life-changing wisdom, insights, and principles, she helps people find success in their personal and professional life. She is a firm believer in excellence, commitment, vision, and hard work.

She aims to challenge, inspire, motivate, and empower you to reach your wildest dreams and goals.

