

No Man (or Woman) Is An Island

Creating a complementary team where all stakeholders feel invested will produce positive and successful outcomes

by **Linda Yates**

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For years I had heard this phrase and didn't think much about it. Then one day a very close relative made a choice with his life that had a ripple effect. I then understood this very profound phrase and have reflected upon it often.

What we do or do not do affects those around us and involved in our lives and business.

There are hard working and smart individuals who with sheer will alone can do amazing things. However, the power of two or more is when the ROE occurs. What is ROE? It is Return On Energy.

The trick is to find those partners or team members with whom we feel that energy electrified. We don't have to go it alone. Partnering with an individual or an organization can help us move to the next level.

Here are some tools to identify a good fit:

Share the same principles. It will serve you in the long run. Research and securing references will guide you in the decision of whom to joint venture with or not.

Determine if they are a competitor, or can a synergistic relationship occur? Oftentimes combining forces with a competitor will help you both succeed in the long run.

Add complimentary services or products to your business. Selecting those joint ventures where it makes business, marketing and even branding sense will pave the wave of opportunity for you.

Implement effective communication strategies. Communication will be the secret to a positive relationship. Constant follow up and discussed strategic planning will move your combined goals and efforts along the path to success.

Set goals and milestones. If you plan your goals and set milestones you will be able to measure whether the joint venture was successful.

It is hard to trust others when you have experienced a bad situation. Doing your due diligence ahead of time will help prevent potential pitfalls or disappointments. Sometimes saying no to proposed opportunities are the best course of action. It pays to be picky.

As you are selecting partners look for individuals or groups who have strengths that you are missing and that you have identified would help your business grow. By doing this you will be creating a win-win solution and your ROE will be intensified. The same holds true for personal relationships.

Creating a complimentary team where all stakeholders feel invested, supported and affirmed will produce a positive and successful outcome.

Your decisions and path will affect many lives. By being strategic you can chart an excellent future no matter what had occurred in the past. That is the beauty of a new day!



Linda Yates has more than 20 years of experience in sales, customer service, marketing, business development and fund raising. She has spoken on topics such as leadership, customer service, personal

development and growth, business marketing and communication. She has written for national publications on marketing strategy planning and development and has been a highly sought after asset for a variety of businesses and organizations.

She currently leads the exciting and diverse real estate training experiences on behalf of an industry leading organization. From online seminars to workshops to boot camps, she implements the educational programs that help investors and first-time home buyers thrive in today's real estate market. With extensive project planning, public speaking and educational training experience, Linda distills complex issues into easy-to-understand messages that help individuals from all walks of life achieve their real estate goals.

Prior to working in the real estate industry, Linda executed motivation and training programs to thousands of individuals from several Fortune 500 companies on their internal processes and strategic initiatives throughout North America.

She is no stranger to the world of technology where she advised middle market companies on leveraging their existing business systems and to how maximize their customer relationships through technology.

Linda's expertise is being a conduit to facilitate growth from a personal or business setting. She believes that if you "talk" about it, you better be willing to "walk the talk".

To learn more or to contact Linda directly, e-mail her at lhates@excite.com
