CULTURE | INDUSTRY | PROFESSIONAL DEVELOPMENT | LEADERSHIP | TEAMWORK

Building a Team Culture in Your Business

If you set the environment up to cultivate the spirit of team work, collaboration on a project and for communication then you will build up your team culture quickly and efficiently.

by **David Feinstein**

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You may have your business up and running for over six months and everything is going ok. **You know there is something missing** out of the virtual office but you may not be able to put a finger on it. The days melt away like wax candles and yet the itch is still nagging at you and it haunts your sleep. You check your emails, return phone calls and help your downlines on a regular basis. What could possibly be missing out of this equation?

Sit down and relax, unless you have corporate experience in human resources, this is a great chance that you are missing out on team culture environment.

Culture can be defined as "**the arts and other manifestations of human intellectual achievement regarded collectively."** This has nothing to do with background or race but on a personal level in a team environment, this is the achievement of the team.

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All teams need a direct leader that caters to their questions and needs, **this is you.** You have to be flexible and on time, in order to set the best example for your teammates.

They say there is no "I" in team but that is not true, there are **individual accomplishments** that helps push the team to their objectives. These individual acts should be rewarded as long as it does not distract from the value of the team and it **helps your team reach the goal.**

These two simple rules are often broken in the corporate world but now it's your chance to develop the right means to accomplish the right culture. **To establish a team culture**, you need **team players that have strengths** to help your company reach a goal, often these strengths come with weaknesses. Your following teammates should have the strength in that area to counter these areas.

If your teammate has great technical skills and can move your website to higher page rankings, then let them handle that but they **could lack the people skills that you need to create sales.** Let's say Joe is your tech lead but freezes on stage if he was asked to give a speech but Dora is great at public events and may lack the tech skills needed. These two members would offset each other's weakness and your chain will be that much stronger.

> **Now that you know what I'm talking about, the atmosphere should be created to reinforce the team culture environment. This means work time is for serious business and play time is fun time.**

Establish goals early on and set out the tasks so that your team can work on it. **Encourage them to communicate** within the circle so that information can arrive at its destination. **Problems can be solved with the right mindset;** this is your job to create. **Setting the mind in a team mode** is achievable and it should be reflected back after some time in the environment.

David L. Feinstein has been published by Pro-Publishing Company of California, for a series on Leadership books.

Exposure to business at an early age along with cultivation of artistic talent in writing is the background that David Feinstein brings to his business associates, prospective candidates and audiences alike. His experience throughout his career in sales and marketing and having owned and operated his own international accounting & financial management services company, is a key success factor in helping develop his international notoriety in the network marketing industry.

David and his wife, Ann have been significantly involved in direct marketing and direct sales for 21 years, serving as a distributor (team member), speaker, trainer, Top Leader, and author in the industry on a worldwide basis. Working together, they coach, mentor and train those seeking empowerment, greater self esteem and branding image, and training people seeking financial success and personal life freedom. David and Ann have grown their business that today spans over 40 countries with over 65,000 team members.

For more information go to: www.AnnandDavidFeinstein.com

David & Ann's personal passion of "showing people there's a better way" to market their business lays the foundation for the inspiring and motivating topics they speak and teach on.

Innovative, creative, interactive and dynamic, David & Ann speak on topics in marketing and sales that most professionals find difficult or challenging to understand. Applying their unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Their extensive knowledge in marketing and sales makes these topics easy for audiences to understand, as they address and speak from their personal experience and with authority and passion.

Mr. John Fogg of MLM/Network Marketing, author of *"The Greatest Networker in the World"* has said the following about myself and wife/partner Ann:

> *"It's been a looonnngg journey from their "weird" first exposure to network marketing where Ann— a Park Avenue Research Consultant, and David— the owner of an entertainment management firm handling the careers of rock stars such as (the early) Rolling Stones, Led Zeppelin, Michael Bolton, Cyndi Lauper, Phil Collins, and other famous others, found themselves at a meeting full of strange "new agers" from Sunrider— that was 21 years ago— to where they are today: Significant six-figure income earners with Agel Enterprises leading an organization of more than 65,000 people in 40+ countries around the world.*
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> *Above all else, Ann & David are focused on mentoring and leadership. Their combined expertise in recruiting, coaching, training and international development has made Ann & David much sought after direct sales business experts.*
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> *The Feinstein's approach marries both classic MLM and the technology advances of the Internet and social media. The first people they have their new people speak with are family and friends, they do meetings, build for and around events and David even unabashedly asks people, "Do you keep your business options open."*
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> *They meet new people through weblogs, electronic newsletters, Twitter and Facebook leveraging their time and global reach. The business is all about relationships and giving value for Ann & David Feinstein… and consistently building their brand."*