

PURPOSE

TEAMWORK AND COMMUNICATION



VIDEO
TRANSCRIPT
TWO



COACHING ACADEMY SPECIALIST
Where Small Businesses Grow

Video Transcript Two

Teamwork And Communication

We're going to talk about corporate core values and how they're going to help your business grow. To help you do that, we're going to help you in identifying the difference between your personal core values, which you certainly have, and your corporate core values. And to help you do that, I would suggest that you make a list of all your personal core values. You then identify the key ones that you want to apply to your business.

For example, I would say a company like Shell, has as a serious core value, 'The Environment'. You will find an organization like Apple, will demonstrate that 'Innovation' is their core value. Google, as their core value, will be a search engine; 'the best, the biggest and the most successful search engine available on the internet'.

So you will have to recognise and nominate your core values. To help you identify the most appropriate core values that would be applicable and suitable for your organisation and that they would be a good match, we've identified six of the most popular core values and divided them into three modules, beginning with Teamwork and Communication in this first module.

Teamwork

Teamwork is a fairly popular core value that you might consider relevant to your company. And if you're going to have this as a core value, it has to start from the top. I frequently come across a chief executive of a company where they say, "We really believe in teamwork," but he or she means for the team and not for himself or herself.

So if you're going to establish teamwork as a core value, it's got to start right from your desk where you are committed to working with the team, helping the team, and expecting each member of the team to help the other members of the team. It's got to do with a whole range of sub-values that will all support the concept that you, as an organisation, are committed to Teamwork.

You should be so happy to have this as a core value, that it's good for you and your staff and that they believe it to be true. You do not want a situation where you have it listed as a core value and you have the staff being cynical about, "There is no teamwork."

So if you're going to have it as a core value, you must indeed do everything you can to support that principle and to ensure that it's followed through on a daily basis.

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Teamwork And Communication/Continued....

You should also be pleased in having it as a core value that it benefits your customers, and that they can see how important it is to you. It's important when your customers communicate with your staff that they realise when one person is missing that the messages are passed on and that there is a great deal of understanding between the different team players;

The staff are not competing against each other. Good Teamwork benefits the shareholders, the staff and the customers.

Communication.

Another popular core value that you might wish to adopt would be communication as a core value. And whilst straight away I can hear some of you saying, "Well, how can we survive without communication," I'm talking about having it as a serious and special core value on a long list of values that you might have.

And here we're talking about where you will clearly list it as something that's crucially important for the success of your business. And that's where communication will start – at the chief executive office – where he or she will communicate exactly what they has in mind, and that there will not be any hidden agendas.

People will know exactly where they stand because he or she from the top has communicated exactly what he or she wants the company to do and how he or she wants us to behave in terms of customers, in terms of shareholders and suppliers and in the case of our colleagues, that we have a good communication line.

Included in communication, to make it work, it has to be two way.

We often we find the one at the top talking about what they want but they shouldn't have any right to do that unless he or she also adopts the habit to listen and take on board what people have to say and not just listen; to acknowledge what is being said; i.e. people know that he's heard them and he's going to take it into account, be it that he might outweigh it, be it that he's not going to implement it, but at least that he or she has listened and heard.

And with that communication through all the staff, it is important that you never have a member of staff saying, "Well, I didn't know, nobody told me."

Video Transcript Two

Teamwork And Communication/Continued....

You must also have a situation in communication that people actually understand. And very often I hear a supervisor saying, "Well, she's done something really silly and I told her."

Telling somebody – that's not communicating. That's just making a noise. Some will say stop communicating and start connecting. Communication is about listening, establishing the most appropriate language to use, then giving some information and ensuring the person understands you. It is so easy for there to be a misunderstanding on the focus or the emphasis of how it is, you're saying it and what you're actually saying.

So in communication, it's really important that you take the trouble, have the patience, the sincerity and the understanding of the importance that the person who you've communicated with has taken on board the relevance and significance of what you've just said.

**DON'T FORGET TO WATCH THE
"TEAMWORK AND COMMUNICATION"
VIDEO.**