

REALIZE YOUR EVENTS AND RETREATS



VIRTUAL ACTION PROGRAM *with Caterina Rando*

Module 7:

Cultivating Your Team to Ensure Your Success Assemble Your Highly Effective Implementation Team

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Like any highly motivated entrepreneur I am always looking for the next business breakthrough: the latest strategy, a new innovative resource or a marketing tactic that is unique and works.

What I have come to realize is that one of the best things you can do for your business is simple yet significant and can be easy or incredibly hard.

This "it" factor is cultivating a highly effective implementation team. These are the people that help you complete the to dos on your list- everything from your billing, database management and autoresponders to your sales generation and service delivery.

I am not talking about employees, or your virtual or executive assistant I am talking about people that sign on to and are committed to you- your success and the fulfillment of your mission.

Through much trial and error, a lot of misses, and a lot of money I might as well have burned in the fireplace and roasted a marshmallow over for all the good the expenditure did me, I can finally say I have an awesome and highly effective implementation team. I want to share with you a few of the qualities I have found to be key in formulating a criteria to get great results for my business and many of my clients businesses.

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- 1. Look for someone with a positive disposition.** Positive people keep you positive and more importantly they give you vitality- that keeps your business vital.
- 2. Become the client of an entrepreneur** rather than working with someone who considers himself or herself an independent contractor or an employee. An entrepreneurial attitude is worth its weight in gold to your business.
- 3. Professionalism.** If it is not there you will spot it fast, and in most cases, it cannot be taught because professionalism is a value as much as a skill. Professionalism is made up of genuine caring, kindness, courtesy, consideration and integrity.
- 4. Integrity deserves its own mention.** If you do not implicitly trust whoever you are working closely with stop working closely with them.
- 5. A willingness to learn.** I have found that someone who meets the other criteria but lacks certain skills can still be a huge asset to an organization if they are willing to learn. Be willing to invest in them.

If you are looking for the right webmaster, database manager, graphic designer, virtual assistant or PR professional use these criteria to find someone you can build a long-term relationship with and make them a member of your highly effective implementation team.

If you need a referral for anything ask me. I have used these criteria to assemble a team strategic alliance partners I am so proud of. Use these criteria and soon you will be saying the same thing with a smile.