



Expand Your Fempire Podcast #17

Six Strategies to Have an Amazing Team

Welcome to Expand your Fempire with Caterina Rando, the podcast for women in business on a mission. Sharing ideas to support you to grow and thrive. Now here's your host, Caterina Rando.

[00:00:00] **Caterina Rando:** Hey, my friends, it's Caterina Rando. You know what? I just finished my Shero Speaker Summit. This was my first ever three-day virtual event. **And I feel compelled to share with you what it took to make it happen. And why it is so important that you get a great team.**

[00:00:53] Here's what I want you to know. I've been doing this tons of events for years and years and years. And it would never be doable without support. And so many of you are doing way too many things yourself. **Here's what I want you to know: everything we take on in our business, we need to develop mastery for.**

[00:01:21] What does that mean? That means like I want to do events, so I've got to get masterful at doing events. And that means if I'm doing things that are not the highest and best use of my time, I'm not getting masterful at the things I want to get masterful at. And I'm talking about me, but I'm talking about you. I want you to get masterful at doing your thing. And in order to do that, you want to get support for the rest.

[00:01:53] Now here's the thing. I have had tons and tons of team members over the last many years. Cause I've been doing my thing for over 25 years. What I want you to know. Is that there's things to do and things not to do in order to have an amazing team.

[00:02:15] And right now, **I will tell you that I think I have the most amazing team that I've ever had, and I want to share with you some of the things that I make sure that happen to continue to have an amazing team.** And some of them, I have developed myself and some of them I've learned from other people. And I want to share those with you. And I'm hoping that you're excited to learn about this.

[00:02:46] Now, **the first thing I'm going to give you my six strategies on how to have an amazing team.** The first one - **look for someone with a positive disposition.** And I, when I say your team, I'm talking about anybody that does anything for you in your business. Even if they're a vendor, you still want to consider them. Like your graphic designer or your web designer, even though they're not someone who is on your team all the time, you still want to consider them on your team because they're an essential part of your business soaring and thriving.

[00:03:30] Always look for someone with a positive disposition. We can teach people how to do stuff. They can learn how to do stuff. My experience, in all the years that I've been doing my thing is that it's very difficult to teach positivity. You want someone who has an uplifting attitude on your team. Because you know why? They're going to be way more solution focused.

[00:03:59] They're going to be coming to meetings with you ready to go, bright-eyed, and a positive disposition is something that you really, I find, cannot teach. We can improve our positive disposition. We can be positive and become more positive. **It's very challenging to teach attitude. So that's the number one thing that I look for is a positive disposition.**

[00:04:25] Another part of that is **I'm looking for someone with a genuine desire to be of service.** I have an "on-the-ground" assistant right now. Now an on-the-ground assistant is someone that comes and works with me here in my home office, compared to a virtual assistant who works from their office.

[00:04:47] I have on the ground assistant right now that is so amazing. She does things without me asking. She has a genuine desire to leave at the end of the [00:05:00] day, knowing that she's been of service. **Positive disposition, genuine desire to be of service. And those are two things that I look for in everyone on my team. That's number one, positive disposition, attitude of service.**

[00:05:19] **Number two, I want to become the client of other women entrepreneurs.** So what does that mean? That means I'm looking for a woman who has a business, who is helping me as her client through her business.

[00:05:40] For example, my marketing person, most amazing marketing person, who helps me in my business several hours a week. Well, she has other clients. She has her own company. I find that when we have entrepreneurs, rather than employees, there is an attitude of keeping their client happy and also, they want to get whatever they need for you done. **Because they want to be serving other clients and their ability to manage multiple clients is really usually an advantage because they're going to be more productive and action-oriented and focused. That's been my experience.**

[00:06:35] People that have an employee attitude, they're not as proactive. They're not as focused on, "let me get this done so I can get onto the next thing." And also, without

an entrepreneurial disposition, there's not that entrepreneurial drive that we get from having entrepreneurs be people that are on our team.

[00:07:02] **Here's the third thing, alert, alert.** When we talk about professionalism, we want some, someone who is professional. We want the people on our team to behave professional. We here's what I want you to know. **We all have a different idea of what professional looks like.** And the culture of our company is different than maybe the last place someone worked.

[00:07:34] It's very important that you have two things for everyone that you bring on your team that you go through with them. **I don't just say be professional. I have a code of conduct that maps out and says what professional means to me, what that looks like in my company, especially when they're serving or having contact with clients.**

[00:08:09] Because I say in writing "attitude of service, being solution-focused, being a good listener, being accessible" because I'm sure, you know, I remember when in the past, when I've hired coaches and I have a question and it takes them a week to get back to me. Or I have a question that's more urgent, "Hey, I can't find the link. Where's the link?" And they don't get back to you.

[00:08:42] **Accessibility is one of the values that I bring to my clients, and I want that same thing from my team members.** Now that doesn't mean that I'm going to ask them to give me a lot of support outside of business hours, but it means if I have something urgent, like for example, this event that we just did. We just did our Shero Speaker Summit and we do lots of events. To have a conversation in advance, "hey, I may need some support. I may have a question, please be available by text." If you need support, you ask for the support you need. And all of that is spelled out in the code of conduct. **So that no one doesn't understand what you mean by professionalism.**

[00:09:40] **Now, something that goes along with your code of conduct for your team is a confidentiality agreement.** It's very important that when you have team members, you explain to them that it's not okay for them to discuss your business or your finances or your personal life with anybody they know. To keep it confidential.

[00:10:10] Now I'm going to tell you something, you might think "Duh Caterina, of course." Well you know what? I want you to know. Many years ago... by the way, this is where this came from. The confidentiality agreement and the code of conduct came from me having a team member who was helping me with some different projects. And she and I had a disagreement about something. And she went and talked to her friend about it and came back to me and reported. And said, "I was talking to my friend about this." She said the lady's name. I knew the lady. And I, "Excuse me, it's not okay for you to discuss what's going on with our business with your friend." And she said, "Well, Caterina, I thought it would be really good because she knows you and then I could get her perspective."

[00:11:08] Now here's the truth, even though that was inappropriate, it was my fault because I made the assumption that she knew about confidentiality because the truth is that in her entrepreneurial business, confidentiality was standard operating procedure, but she didn't make the switch to my business. And I didn't think of it to have an explicit discussion with her.

[00:11:42] **So I'm saying to you, have written confidentiality agreement.** And that is not only about what they say about you and your business, keeping that confidential, but **sometimes you have to educate people that it's inappropriate for them to take stuff that you've paid them to create and give it to their other clients or someone else.**

[00:12:13] For example, if you pay someone to make social media graphics for you, they can't take those and modify them for another client. That's what's called **work product.** You own that.

[00:12:30] I recently paid someone who works with me, who helps me get booked for speeches. She's doing a fabulous job for me. And I paid her to build a list of all these places for us to reach out to. Now she's savvy enough that we had a discussion about it when another one of her clients was interested in using that same list, and we talked about it. And I said, "you know what, if you will give me a little bit of credit on my account. I'm happy for you to share that with your client."

[00:13:04] You can discuss these work product things on a case by case basis. But my point is, if you pay somebody to do something, they don't get to take what you've paid them to do and give it to another client. That's called work product and you want to make sure that the people that you're talking to on your team know that, and it's in your agreement with that.

[00:13:29] Because here's the thing, and this is number three. **So, number one, look for someone with a positive disposition and an attitude service. Number two, look for entrepreneurs to be their clients. Number three, have not only an attitude of professionalism, but be clear on what that is,** with confidentiality agreement, code of conduct agreement, an explicit clause about work product and that you own any work product that you pay for.

[00:14:04] **And here's the fourth point. It's all about integrity.** You only want to work with people that you genuinely feel have integrity. Anybody that I hire to create some work product for me, I want to make sure that they're gonna keep their agreement about not sharing that.

[00:14:28] I want to make sure when someone says "yes, that they are going to keep everything potential," that that's the truth. Because it has been my experience that people sometimes say one thing and do something else.

[00:14:45] And I will be honest with you. I have had my feelings hurt when someone on my team was chatting with someone else and something came back to me. But more

importantly, that's bad for business. Because you don't know what other people are saying about you. Therefore, you want to make sure that anyone who you have on your team, either as an ongoing independent contractor, is someone that you genuinely feel has your best interest at heart, and they would never do anything to demean or diminish your reputation. Because the truth is that's really all we have, right? Is our reputation.

[00:15:36] And, you know, I want to say something here. Everyone take a deep breath with me. **Don't ever let anyone make you feel like they're doing you a favor, taking your money.** This is very important. I want you to always ask for what you want from vendors. I have vendors and of course team members.

[00:16:05] I have a vendor who has been serving my business since my business started. We met at a networking event, probably one of the first networking events I ever went to. She has done so much amazing work for me and my company over these many years. And that's what you want. **You want long-term vendor partners, not just vendors, vendor partners. Vendor partners are people that they genuinely want to do a great job for you.**

[00:16:44] I want to tell you though, in the beginning of our relationship, and we were both very fresh in business. I found that I could never get ahold of her. I found that when I sent her email, it was days for her to get back to me.

[00:17:03] Now, the truth is I loved her. I loved her work. And so, I spoke up. And I said, "I love working with you. I love what you do for me. And it doesn't work for me when I cannot get ahold of you. Because the longer it takes for me to get ahold of you, that is pushing off completion of these projects."

[00:17:31] Now I just said it to you way more eloquently than I said it way back then. Here's the point I want you to know. We've been working together for all these years because there was something I didn't like, and I spoke up about it. **Your vendors and your team members are there to serve and support you in your business.**

[00:17:54] If there's something that's not working for you, speak up about it. Do not complain. By the way, alert, alert, alert **a complaint is an unstated request.** This is a good guideline for your whole life. A complaint is an unstated request. **Notice what you complain about, because that is a request that you're not making.**

[00:18:21] With your team members with your vendors, say what you need. Say what's not working. So that you can see if the relationship can be preserved so that they can continue to serve you and be a partner.

[00:18:36] **Because we all have different ideas is about how business should be done. And that's why we want to talk about it. And we want to come to working in ways that work for both parties.** You get to run your business any way you want. I want your business to be your bliss. In order to do that, it is essential that you ask for what you want. I want you to ask for what you want in a way that makes everybody feel like they're

winning. Because you want to let people know that you value them and this whatever thing it is, is not working for you. And can we make it work because the relationship is valuable.

[00:19:23] Okay, my friends? Bing, Bing Bing, very important. **You want to make sure that you are blissing about everyone on your team.** My on-the-ground assistant was here yesterday, helping me with my big event when she left at the end of the day, I was blissing because her support was so essential, and I felt so cared for and supported. That's what I want for you, from all your vendors, from all your team members.

[00:19:57] Okay, I'm going to recap and I'm going to continue. Look for someone with a positive disposition and attitude of service. Become the client of entrepreneurial women that are providing services that your business needs. Number three professionalism, of course. And again, we all have a different idea of what that is. Make sure you are having a code conduct, a confidentiality agreement, and you're discussing work product. Number four - integrity is really essential. Now we can't always know that before we get started with someone, we want to be really attentive to this because you've got to a hundred percent trust anybody that is on your team or any vendors that you work with, that you feel that they're going to always operate in your best interest.

[00:20:56] **Number five, a willingness to learn.** My first assistant I ever had. And by the way, let me say this my friends. My business tripled when I hired my first virtual assistant. **If you are saying to yourself, you can't afford it. You are kidding yourself.** Because the whole purpose of your team is to support you and your business in growing your revenue.

[00:21:30] And then you get to focus on all the things that allow you to serve your clients. The only reason I can talk to my clients every day, which I do. The only reason I can speak several times a week, do trainings several times a week, is I'm not doing the admin. I'm not doing the marketing. I'm not doing the bookkeeping.

[00:21:58] And of course, because I have support in my own life. I have a housekeeper. I get my groceries delivered. **I do things that free up my time so that I can be available for my VIP clients. And I can do the five things that I need to do in my business.** And I'm going to remind you of those right now. If you don't know what they are.

[00:22:25] **Speaking, selling, serving my clients, strategy and self-care. Those are my job.** I want to be masterful at those things. I want you to be masterful at those things. Why are you fooling around with video editing? Why are you fooling around with podcast editing? Why are you fooling around with Canva and your website?

[00:22:52] That's not your job. Why would you want to master it? Why would you want to master it? **If it's not your business, embrace someone who it is their business, and have them be a trusted vendor or a trusted member of your team.** Very, very important.

[00:23:16] **Number five, a willingness to learn.** I think I started to say, and then I got distracto - My first assistant, she was amazing. I was new in business. I didn't know as

much about everything techno and anything I said, "do you know how to do this?" She said, "no, I'll go figure it out." And she did.

[00:23:45] A willingness to learn - because with technology, with all these different things that we're doing these days, it's essential that you have someone that it's more of an attitude, an attitude of "yeah. Let me try this new thing, let's keep innovative."

[00:24:02] We're doing all kinds of things in my business. We are launching an app by the end of the year. We have started our podcast. We have taken all of our huge events virtual for the pandemic lifestyle, all kinds of things. **This is essential that your team is open to being innovative and they have a willingness to learn.**

[00:24:30] I'm going to give you my number six, and then I'm going to give you a bonus. All right. First thing - you hire someone for a project first. You don't say, "Hey, let me give you all my marketing. All my, all my assisting." **No, you hire for a project first and you see if you vibe with them and they vibe with you.** That is very important. Don't hire someone without starting with a small project. This will save you so much.

[00:25:03] Here's the bonus thing. When people would come to talk to me about working with me before, like a new on-the-ground assistant or a new virtual assistant, you know, I would talk to them about, what's required and what the job is, but I was so positive about the whole thing.

[00:25:26] **I learned you want to give them worst case scenario.** You don't want to tell them how it is on a good day. You want to tell them what's going on when it's not a good day, so that they don't have expectation of what one thing and then they get started and it's something else.

[00:25:45] Talk to them about worst case scenario. "We're doing 10 things at once. We've got five events coming up. Oh, well, sometimes I'm on the phone all day. Most of the time I'm on the phone all day. It's better if you put everything I think in writing, and guess what, when you're here, I always want to check in with you and you know what, even though we're working from my house, this is not a social occasion. We can visit another time. We can visit a little bit. When you're here, my request is that you're all into work."

[00:26:22] **My friend, give it to them straight, give it to them how you want it. And that is going to support you** in getting the support you need.

[00:26:32] My friends, I would like to talk you to you all day. Reach out to me anytime for any reason, I'm so honored that I get to serve so many of you. And I look forward to supporting you to have an even more thriving business in the future - bing, bing, bing!

[00:26:49] Thanks my friends. Love to you. Talk to you soon. Bye bye.

We hope you enjoyed this episode of Expand Your Fempire with Caterina Rando.

THRIVING *Women* IN BUSINESS

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