

WHAT WE DID RIGHT!

Methods to improve your business - Part 2

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Team Building

Ask any successful business owner how they accomplished their goals and they'll tell you - an effective supportive team is crucial for success.

How is an effective team built? There are mountains of literature on effective team building – best to keep it as simple as possible.

Balance

For your team to operate efficiently you can not have all the same personality types. Research suggests that human beings are predominantly left or right brained. Left brained people are more logical, detail orientated, analytical, mathematical, practical and are planners. Right brained people are more emotional, relate to people, imaginative, relate to images, look at the big picture, present possibilities and are impetuous.

If you think about your business and the services that must be performed you can clearly see that some positions would be best filled by left brained and some by right brained people.

For example you could assume a right brained employee would be better at relating to customers in a sales position than out back 'crunching' numbers all day. That being said, everyone is capable of learning a new skill that may not come naturally to them. It often comes down to the fact that if you only have a small team you may not have the luxury of putting specific personality types into certain roles.

Interaction

It does pay to request your employees to undertake a personality test when they commence work in your business. Even if your team is small and you cannot place personalities in specific roles it will still give you important information about that employee which will allow you to communicate and relate to your staff more effectively. You'll understand what motivates and inspires them. This will lead to greater job satisfaction and reduced staff turnover. It costs much more to replace and train new staff than it does to keep your existing workforce happy.

If you're further interested in personality types and building effective teams you can consider personality tests that classify individuals into: Sanguine, Choleric, Melancholy and Phlegmatic personality types, each with unique characteristics which are better suited to specific tasks and positions within your business.

For more information on how you can better manage your finances, contact **Whitson Dawson Accountants** on **(07) 4957 2985** or by email **business@whitsondawson.com.au**



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