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## **Setting Yourself Up For Success in 2016 - Teamwork is Crucial**

By Chuck Peck, COMPEL CEOs Chair

Without exception, every department in every company, whether local on Long Island, other US locations or Internationally, among employees, independent contractors, partners or suppliers, face performance challenges that are among the most demanding in history. There may be pockets of strong teamwork, silos without teamwork and counter-productive lack of teamwork among functions or individuals needing to work more effectively together. This is not uncommon, but among high performance businesses with a sustainable business model, teamwork is the key to their success and will be for all of us at COMPEL CEOs.

The leadership and productive talents of all COMPEL CEOs companies or organizations and subsidiary employees at all levels will be tested. We must be more effective, profitable, then more profitable, differentiated from and smarter than our competitors, and most importantly, sales and marketing driven, with a high value-proposition, with the highest integrity and compliance possible, where satisfied reference-able clients really matters. While you may be a marketing and sales- driven, engineering, manufacturing or service-driven company, this is no longer only about maintaining the status quo. It is about clients getting real value for their investment and feeling good about the service or product quality received by them. Marketing and sales and high quality products or services provided will be the lifeblood of your business. If you're not selling or educating a prospect or customer, then you're supporting someone who is a part of doing so.

Teamwork is the key to our successful present and future. Now, and in the years ahead, ethical professional and motivated people, they also found managers with those same our ability to execute willing and cooperative efforts between functions with current and/or new product or service offerings, or new offerings that may emerge will mean the difference between survival, struggling to get by or achieving something extraordinary.

Real teamwork in an organization that is changing does not happen by accident. It comes from constant attention and effort by everyone. It is essential that employees fully cooperate with others throughout your companies or organizations and with your partners or suppliers, and demonstrate daily by your our own actions that we really mean it.



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## **Leadership**

**Leaders must set the right example.** As the leaders of each of our COMPEL CEOs members, their companies (including all of their subs and countries covered) thinks and act, so too will your people. A large international management consulting firm specializing in employee morale problems proved this point. They reported that whenever they found a group of unhappy workers, all of whom had similar gripes, negative attitudes or bad behavior, invariably they found a complaining supervisor. Where they found motivated, highly productive, “gung-ho,” highly ethical, disciplined, responsible staff they also found managers and supervisors with those same qualities.

## **All Group Members & Your Employees Join**

Being a full-fledged member of your team rather than just an interested bystander is a two-fold responsibility. First, group members or your managers and supervisors must make it possible for employees to really get into the action by delegating, preparing and inspecting demanding responsibilities that tax and stretch their abilities.

Second, you must pass on the authority employees need to perform their responsibilities. Being made responsible without having sufficient authority to do the job does not provide the opportunity for achievement and recognition. When real responsibility and authority are given, each employee is obligated to pick up the ball and run with it to the best of their abilities. Then celebrate and reinforce successes so your staff can feel good about themselves and continue momentum.

Good managers and supervisors give employees the chance to be participating team members, even as we form our short-term cross-functional teams, and good employees make the most of this opportunity.

## **No Room for Jealousy, Petty or Otherwise**

As human beings, it is natural that we are occasionally jealous because a fellow employee is moving ahead faster or in some way appears to be treated better than we are. The ability to be jealous of others and envy their accomplishments is born into each of us. However, if these conditions exist at the high management level, entire organization can be affected negatively.



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For real teamwork to exist and grow, each of us must work hard to curb the human tendency to envy the success of co-workers. We must be totally committed to developing our careers by our own good work and channel our energy into productive and positive pursuits.

### **We All Work for One Organization**

Your company or organization, whether it be senior staff, direct or telesales, eBusiness, business development, marketing and/or PR, digital advertising, operations, production, QA, software development, engineering, information technology, finance and accounting, purchasing, planning & analysis, facilities, warehousing or shipping, legal, human resources, merchandising, customer satisfaction, consulting or other functions here on Long Island, in the U.S. or abroad or emerging countries, or others I may have missed or in anyway a new organizational “wiring diagram” that may emerge, you may comprise a simple or complex structure with many different departments and job functions. While people naturally feel allegiance to their own departments and to their immediate affiliations, your spirit of teamwork is what will enable your staff to achieve their very best, not only for your immediate departments, but for your partners and suppliers too, but most importantly for our longer term clients and customers.

### **Continue to Encourage Innovation & Thinking Out-of-the-Box**

Unfortunately, as organizations become larger they frequently tend to stabilize or routinize functions and establish bureaucratic patterns. This often increases the feeling of de-personalization. In the interest of encouraging innovation, it should be your intent to foster a proactive, progressive atmosphere in which individuals throughout your enterprise are motivated to do a first-class “**can-do,**” job and feel confident about their contributions.

### **Avoid Disparaging Others**

In growing organizations it is not unusual for some individuals to acquire the habit of criticizing or belittling other employees and/or departments. Much of the ribbing that takes place is meant to be good-natured fun. But rarely is something said in jest that does not mirror, at least in part, the true feelings of the jester.

Sometimes the ribbing is in dead earnest. But an open forum is the wrong place to air personal complaints about others. Some people seem to appease their own egos by developing the reputation of being “anti-this” or “anti-that.” Others misguidedly appear



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to believe that sniping at another person or group strengthens their bond with fellow employees. And managers or supervisors should remember to praise in public and coach or critique in private.

Teamwork between all employees at all levels and all departments or functions are not enhanced by open knocking, whether said in earnest or intended as humor. Of course, one sign of a healthy organization is the open good-natured ribbing that takes place between people from different groups when they are pulling together. Humor and having fun in the workplace are good for productive teamwork. An indication of illness is the surreptitious knocking and belittling of other people or groups. When teamwork is a goal and maximizing productivity, employees are too busy coping with deadlines, achieving objectives, strengthening their organization/function or department, and resolving problems to have the time or desire to knock others.

“Teamwork is people” is a phrase often used to emphasize that our most valued commodity and differential advantage from our competitors or would-be ones, is the skill, knowledge, talent, energy and analytical or creative brainpower of our staff or employees. To integrate people to feel good about themselves, teamwork is essential because all that COMPEL CEOs members , or whatever new brand you may become, depends on your abilities to effectively combine your skills and talents to achieve common goals. The synergy between members and your staff, deployed properly, will achieve far more than any of us could do alone, which is why cross-functional teams to improve communications and teamwork and unlock the collective wisdom within our employee base is so very important.

Teamwork does not just happen. It requires hard, unrelenting effort by all of us at all levels within our groups and within our own organizations. Should any of us become so impressed with ourselves that we forget our dependence on other members of our groups, your organization, large or small or family run brands or functions, we do well to remember the advice of UCLA’s famous basketball coach, John Wooden, who said:

***Talent is God-given: Be thankful!***

***Fame is man-given: Be grateful!***

***Conceit is self-given: Be careful!***

You may be a successful business already or have far-to-go to grow your revenues, new offerings, innovative ways to operate more efficiently, improve your profitability or enterprise value, but with COMPEL CEOs group camaraderie and support, you’re not alone and with teamwork at home, your batting average at getting there is dramatically



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improved. Feel free to impart these thoughts with your staff and discuss this among your groups, associates, team members or others, for this is a critical success factor for you and the collective COMPEL CEOs family to succeed and win in the marketplace.

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