

All for One and One for All

The Success Series: Managing Teams

By Stefan Swanepoel

Introduction

Increasing real estate firms are allowing agents within their company to form teams. This introduces a new dimension of communication that is crucial to the brokerage company's success. This 5 Point Plan, which is taken from The Success Series (www.iSucceed.com) will help you understand team building phases, team components, tips on listening to the team and different methods for team meetings.

1. Segments of team building: These four stages are: Unification, Imagineering, Standardization and Achievement. During unification the team must come together and begin to get a feeling for one another. There can be discussions, arguments, disagreements, personal expressions of likes and dislikes and even the forming of friendly alliances between team members. Imagineering is the stage when the group whose members are now comfortable with each other, begin the hard work of brainstorming, setting goals and dividing up the tasks. Standardization is where standards are established so that everyone feels confident with their assignment and members know what is expected of them. Achievement is performance where ability creates results and is measured.

2. Successful team components: Identifying to see if the characteristics of a successful team is present namely: a supportive team culture; trust and respect; successful planning mechanisms; high levels of communication; positive attitudes; understanding the vision; shared purpose; well defined method for achieving goals; a service orientation; high quality productivity; an effective plan for implementation; quality control measures; a recognizable teamwork process; continuous learning commitment; teamwork skills; core competencies; and a supportive infrastructure.

3. Listening to the team: During a highly charged emotional presentation of our own agenda, it is common to stop listening to the teams. Obviously there's a great deal more to being an effective leader than merely being "in charge." Ask yourself whether you: Pay attention to who is talking; Replay conversations afterwards; Are you improving as a listener; Seek feedback from all team members.

4. Face-to-face meeting: Personal contact provides the opportunity for discussion rather than just presentation of proposals. It creates a personal connection which is more likely to lead to greater productivity and increased morale. Choose the best time for the meeting; imagine how the issues will look from the other person's point of view; make suggestions that are fair and realistic; show the decision-makers that there is widespread support for your proposal;

5. Electronic meetings: More and more we need to learn how to participate in electronic meetings. The media could include audio, video, online chat, webinars and instant messaging. The advantages of electronic over the face-to-face meetings are that persons not located at the same physical location can participate; there is usually a higher probability for busy people to participate and there is less waste of valuable time before, during and after meeting.

In Closing

Helping teams increase their productivity is a process and this process starts with communication. Understand each member; how they differ, what makes them tick and what they need to succeed.

Acknowledgement

This article is part of "The Success Series" by Stefan Swanepoel author of 11 books and whitepapers, and a celebrated speaker to more than 250,000 people on five continents. Stefan is CEO of The RealtyU® Group, the largest real estate education, training and career development company (www.RealtyU.com) in the US.