

MODULE 3

Building Great Teams



ADVISOR ADVANCEMENT INSTITUTE



INVESTMENTS

Why Teams?

- You will not unlock greatness alone
- “If you want to go fast, go alone. If you want to go far, go together” - African Proverb
- A team is a group of individuals committed to a clear vision
- Teams need good leaders. Leaders set the pace – “Match me”
- Good leaders set the standard for accountability
- Great teams have a shared language that activates their culture
- Teams require vulnerability. Think about the 4 H’s (History, Heartbreak, Hero, Hope)

Team Introduction

A team is a group of individuals committed to a crystal clear vision.

- Great team leaders speak one thing 5,000 times, bad team leaders speak 5,000 things at once
- A team is like a bus ride – who’s on board, what’s our identity, where are we going?
- You need diversity on your team - different people need different seats on your bus

Huddles

Team huddles provide a moment to codify culture and the team.

- Huddles are not a moment to complain
- They’re a dedicated moment to cement culture, and group identity
- Moments to allow teams to be present with each other – “Be where your feet are”

Create a shared language & culture

A shared language is necessary in building longevity in a team’s culture

- A shared language unites a team and creates inclusion
- Sometimes you need to redirect people

Accountability

Teams require every individual to work towards a shared vision, goal, and expectation

- Teams require accountability
- Teams hold each other to a standard to meet your vision and goals
- Learn to fail forward
- Separate the “who” from “do” – what I did was wrong, not who I am

4 H’s

Teams require vulnerability. A way to uncover that is through the 4 H’s

- History
- Heartbreak
- Hero
- Hope

The huddle is a rally for the team with the intent of speaking a language that is positive, repetitive and that they can then start to speak to each other.

The huddle is a powerful tool, a tool that works well to help a group of people become a resilient team.

Positive energy is intentional, it doesn't happen on its own. And when it does happen it is like a muscle, it won't stay strong unless you keep on working it.

When

1-2 times a week

Suggest at the start and end of the week



When will you host your team's huddles?

Duration/Where?

Huddles should be 8-10 minutes long.

They are not long, but they should be often



How long will your huddles last?

*Where will you huddle?
(e.g. zoom, coffee shop, desks)*

Celebrate

Be sure to create moments of celebration in your team huddle

Hold time for a quick "highlights and highfives" where other people can praise those on their team



How can you celebrate the achievers on your team?

How can you foster a culture of support and diversity?

Prompts

Discuss key goals and benchmarks

Share what's working that week and what isn't

Use it as a moment for collaboration – allowing everyone to share ideas to improve



How can you suggest improvements to your team/firm in a constructive manner?

Teams often require vulnerability and empathy.

Team leaders should lead by example by facilitating dialogue that allows everyone to share their hopes for a team, practice, or firm.

Ask members on your team to fill out the 4H worksheet and ask your team to share their worksheets with each other at your next huddle.

History

What is your story?

Heartbreak

What has disappointed you in the past?

Hero

Who do you admire?

Hope

What are your aspirations? What do they look like for you, what do they look like for the team?



INVESTMENTS

newyorklifeinvestments.com

This material is intended to be educational and informative in nature and is subject to change.

It is not intended to provide any warranties, investments or legal advice and is intended for educational purposes only.

Dr. Kevin Elko is not affiliated with New York Life Insurance Company or any of its affiliates.

The Advisor Advancement Institute is a program within New York Life Investments.

New York Life Investments is both a service mark, and the common trade name, of certain investment advisors affiliated with New York Life Insurance Company.