



## Empowering Teams for Success

By Chanon Collins

9/8/00

For Allen Pritchett & Bassett, LLP

So, you have decided to make a fresh start in your business. You drafted a vision statement outlining your future, you've identified goals and performance benchmarks to measure your success, and you have even thought about ways to add value to your products and services. You are ready to open your doors and greet your customers. Before you turn over your "open" sign, take a closer look at who is standing inside your doors. Your employees, your team members, are the instruments of first impressions for your customers. What type of impression does your team present?

Unless you, as a business owner, operate your business solely by yourself, you rely on employees to work with customers, sell your products, and ensure the livelihood of your business. Are your employees prepared to push your organization into a profitable future? Take a moment and place yourself in your employees' position – look at your organization through their eyes. Is there a place for them in your vision of the future? Do they have a vested interest in the organization? In other words, what is in it for them?

While there are still flickering moments of true Horatio Alger stories, most individuals are working to satisfy a tangible need. People work to earn money, create nest eggs, and look forward toward retirement. This purpose for working creates a rather bleak picture for the employee and the employer. The military made a strong point when they recruited individuals by pointing out work "is not just a job, it is an adventure." Work should not be seen as a chore and it is the responsibility of both the employee and employer to create an entertaining work environment.

This is not to say that you should begin a weekly limbo contest or implement "Silly Hat Day." Fun does not have to be bizarre, but it needs to be shared with all employees. Ken Blanchard, author of *The One-Minute Manager* series, believes that employees need to establish a team, forming an esprit de corps to foster enthusiasm and devotion. In Ken Blanchard's book, **Gung Ho!**, he identifies this team spirit as "the spirit of the squirrel." He sees that every team member is an essential part necessary to achieve the business's goals. Everyone on a team makes a difference. Not only must teams be devoted and enthusiastic, they must be empowered for success.

---

ALLEN PRITCHETT & BASSETT, LLP  
POST OFFICE BOX 349, TIFTON, GEORGIA 31793  
229.382.6960 FAX: 229.382.6992  
[WWW.APBCPA.COM](http://WWW.APBCPA.COM)

APB...WHERE TRUST IS A TRADITION.



Steven Covey, author of *The 7 Habits of Highly Effective People*, firmly believes that team members must constantly be presented with the question “Is this the best you could do?” While this comment might seem belittling, it serves a powerful and proactive function. By forcing team members to “do their best” in every project, they are placing their personal thought and impressions into the project. This act of reflecting personal impressions in a project will create a habit of proactive thinking and empower the team members for future successes.

Devoted team members make for a successful business. Just as coaches encourage their players to “play like champions today,” business owners must encourage their team members to excel. As a great man once said – “what you do today will echo in eternity.” Empowered team members are effective, successful, productive, and enthusiastic advocates for your business. Is that who is standing inside your doors?

---

**ALLEN PRITCHETT & BASSETT, LLP**  
POST OFFICE BOX 349, TIFTON, GEORGIA 31793  
229.382.6960 FAX: 229.382.6992  
[WWW.APBCPA.COM](http://WWW.APBCPA.COM)

APB...WHERE TRUST IS A TRADITION.