How to Build Your Business Team

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What is a business team?

A business team is a group of people in an organization who perform interdependent tasks and carry out responsibilities with the aim of accomplishing a common goal or specific objective.

Businesses require a diverse range of skills to simultaneously cover all the requisite demands/functions in a business. At a minimum, these demands/function include finance, operations, and sales and marketing.

How to build a business team

Businesses thrive when there is a diverse range of skills, experience and expertise as a skilled business team can create opportunities for growth and expansion. The process of building a business team is equally as important as having a strong business team. A business team can be built through the following process:

Identify positions: firstly, you will need to identify the roles required and number of persons required for each role within the business These roles should be identified and prioritized based on your start-up requirements so that the hiring process is efficient and effective

Recruit candidates: once the required roles have been identified, you can begin the recruitment process. The selection process will include the interview which will give you insight into the candidate's qualifications, skills and background. The following questions should be considered for an effective selection process:
- Does the candidate possess the right set of skills for the role?
- Does the candidate have the right education, qualification or experience required for the job?
- Will the candidate fit in with your company culture?
- Will you and other managers be able to work effectively with the candidate?

Training: your new recruits and existing employees can benefit from onboarding to integrate them into the new role and trainings to improve their skills and broaden their scope of knowledge so that they are able to fulfil the new and existing roles required of them. Employees can receive on-boarding training, compliance training,
leadership training, product training and sales training

Improve employee satisfaction: increase employee motivation and productivity in the work place by developing methods for promotion and career development and providing incentives/rewards such as bonuses, gift cards, all-expense paid vacation and profit sharing, for meeting deadlines, securing deals and achieving set goals.
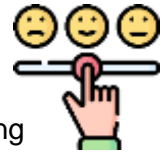
Building your business team can extend beyond recruitment and training processes to improve business performance and sustainability by maximizing the team's output. You should consider the following actions to maximize the output of your business team:

Set objectives – establish objectives and goals for your team to give them a clear understanding of their expectations in the organization

Improve employee skillset - provide your employees with the tools, resources and training they require to improve and upgrade their skillset

Conduct periodic appraisals - monitor and assess the performance of team members to identify existing gaps in the skills, performance and output of individual employees

Adapt, change and improvise: make changes and improvise based on the gaps identified to meet future requirements