



# Welcome to The Friday FOCUS!

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*This special program is designed for both health professionals and clients/patients who share similar interest in health, wellness and energetic medicine.*

*Whether you are a dedicated wellness professional, or a curious student interested in connecting with fellow like minded people, you have full permission to get involved.*



# Successful Team Building

White Dove Global Marketing, Ltd.

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Presented by Jake Cunningham

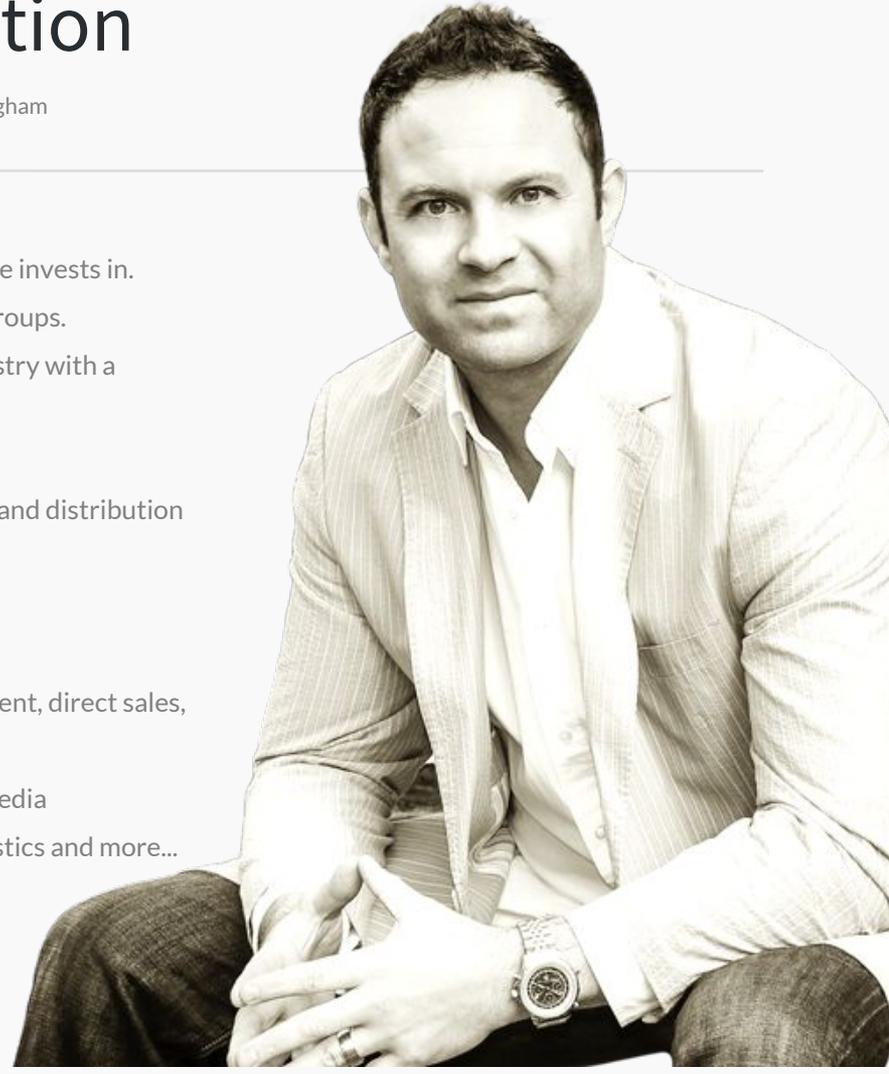
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# Introduction

Who is Jake Cunningham

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- Jake brings energy, passion, innovation and motivation with each project he invests in.
- Always interested in working with passionate and motivated individuals/groups.
- Substantial experience of over 15 years in the alternative health care industry with a consistent and proven track record working in the niche market of alternative/complementary wellness field.
- Jake has been an active leading one of the world's largest sales, marketing and distribution centers for stress management biofeedback technology.
- Consistency in building solid relationships while finding conventional and non-conventional avenues to enhance client's business success.
- Jake specialized skill-set focuses on team development, product development, direct sales, marketing strategies and event and media production.
- Specialties - Public Speaking, Event Productions, Negotiation, Branding, Media Production, FDA Law, Marketing, Distribution, Importation Laws and Logistics and more...



# TEAM BUILDING

**“No one is a leader if there are no followers.”**

**- Malcolm Forbes**

# TEAM BUILDING: WHY

The most successful business people in the world got there by building a team of incredible, loyal and successful people under them. The sooner one realizes that the larger your team becomes, combined with helping those many people reach their success, the quicker you will create a consistently successful situation for yourself.

# TEAM BUILDING: WHY

There is definitely a difference between a great sales person and a great sales manager. Although a great sales manager can sell, if he or she needs to, that is not their main focus. They instead focus on teaching, training and working with their team to help them become successful in sales. By taking this approach the sales manager takes the pressure off themselves to go out and make a living, based on personal sales and, instead, spreads that pressure out over their entire organization.

# TEAM BUILDING: WHY

The great part of this is that if you are a great leader and you are constantly working with your people and inspiring them, the law of averages says that some of them will come through each and every month. So the larger and stronger your team becomes the better and more consistent your income will be.

“Where there is unity there is always victory.”

- Publilius Syrus

# TEAM BUILDING: HOW

A great first step in team building is to make sure you have a strong core foundation. Now of course you need all the steps in place to add people to your team (which you will find further in this manual) but without a strong core foundation you will constantly be relying on the new people coming in because you will not retain the people you already have.

# TEAM BUILDING: HOW

Your house, much like your team, is only as strong as the materials it was built with and that starts with the foundation. The foundation is always the first thing built and if there is not enough care and attention given to it right from the start then it can easily deteriorate. If it does, you will always be trying to patch it up and fix it. It doesn't matter how good of a salesperson you are, if your foundation isn't strong enough, your team will eventually fall apart.

# TEAM BUILDING: HOW

There are four main elements that each contribute to creating a strong core foundation with a team that will follow you through thick and thin. A leader that shows that they care and are always trying to improve themselves, in these four elements, will be respected and followed by their team:

**“A Leader is a dealer in hope.”**

**- Napoleon Bonaparte**

# TEAM BUILDING: HOW

**Trust - Sharing Opportunity - Communication - Follow Through**

As we go through these four elements, do realize that no one will ever be perfect in any of them, so don't beat yourself up over it. Just constantly keep them in the back of your mind in your team building and always try to be a little bit better at them than you were the day before.

# TEAM BUILDING: TRUST

Having the Trust of your team is a must in being a leader and in building a strong core foundation. If the members of your team do not feel that they can trust you, they will not follow you. They need to know you have their best interests in mind in your dealings with them. As their leader, they need to know you're there for them and not visa versa.

# TEAM BUILDING: TRUST

If they ever get the feeling that your focus is about the money they can make you, or the success they can help you obtain, they will no longer see you as their leader. When your focus is on making sure that they are successful and that you make sure they receive the compensation and opportunity that is rightly theirs, you will have their trust and they will want you as their leader.

# TEAM BUILDING: TRUST

**“To be trusted is a greater compliment than  
to be loved.”**

**- George Macdonald**

# TEAM BUILDING: SHARING OPPORTUNITY

The reason you are reading this manual today is because you wanted an opportunity and someone shared his or her opportunity with you. Opportunity is a primal human need and the people on your team are no different than you or anybody else in this World, They need Opportunity. It could be the opportunity to make a good income and support their family, maybe the opportunity to grow as person or the opportunity to advance. In one way or another we all need the opportunity to succeed.

# TEAM BUILDING: SHARING OPPORTUNITY

**As a Team leader, if you can find out what kind of opportunity (and it may be all 3 listed above) your team member is truly seeking, and helps them in their quest, you will have their loyalty. On the other side of the fence again a team member can be lost quickly if they feel that you are, in some way, hindering their opportunity or even if they feel you just don't care about it.**

# **TEAM BUILDING: SHARING OPPORTUNITY**

**“In this world the one thing supremely worth having is an opportunity to do well and worthily a piece of work of vital consequence to the welfare of mankind.”**

**- Theodore Roosevelt**

# TEAM BUILDING: COMMUNICATION

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# TEAM BUILDING: COMMUNICATION

**Communication is one of the most effective tools in a leader's toolbox. Nothing shows you care quite like a quick call to say "hi, how are you doing, can I help?" or even "by the way did you know?" Communicate with your team, especially by phone or in person, as it will always help to strengthen the relationship you have with them.**

# TEAM BUILDING: COMMUNICATION

**The more open the lines of communication are with your people the more likely they are going to say, “You know what? I really feel comfortable with this person, maybe I would like to look into what opportunities they have available”. If you Listen to what is going on with them they will quite often, give you exactly what you need to find out what makes them tick and what you need to do motivate them without even knowing it.**

# TEAM BUILDING: COMMUNICATION

**“One of the best ways to persuade others is with your ears, listening to them.”**

**- Dean Rusk**

# TEAM BUILDING: FOLLOW-THROUGH

**The last thing to concentrate on in the building of a strong foundation, which is often the most difficult to follow through is that, at one point in time, all of us fall into the trap of saying yes to something and then either have it slip our minds or we find out it can't be done. It is amazing how quickly all the work you have done with someone can be erased in seemingly the blink of an eye simply by not following through on something you promised.**

# TEAM BUILDING: FOLLOW-THROUGH

Again the busier you get and the larger your team becomes the easier it is to fall into this trap. It could be as simple as telling someone you will send him or her something or you will call someone for him or her. Or of course there are the big things like telling someone they will receive certain remuneration for helping with things that you are doing (show, demos, open houses) and then not making sure it gets done or saying you will be involved in something they are doing and then being a no show.

# TEAM BUILDING: FOLLOW-THROUGH

**These types of Follow Through breakdowns can have major repercussions on the core foundation of your team and can even undo months and even years of work that you have done to create a strong foundation. On the opposite side if you really concentrate on your follow through it is amazing how it strengthens the way your team sees you as their leader.**

# TEAM BUILDING: FOLLOW-THROUGH

**“Undertake not what you cannot perform.  
But be careful to keep your promise.”**

**- George Washington**

# TEAM BUILDING: FOLLOW-THROUGH

WHEN ????????

**NOW!**

# TEAM BUILDING: FOLLOW-THROUGH

**As said at the beginning you can be the best sales person and have great success in bringing a consistent stream of new people in for your team but, if the core foundation isn't strong right from the start, you will not retain these people or better yet these people will not keep you as their leader. If this happens, your organization will always be in a state of flux and will not grow at its proper potential.**

# TEAM BUILDING: FOLLOW-THROUGH

**It's up to you!**

**“I got to follow them I am their leader”**

**- Alexander Ledru-Rollin**



# Thanks for Watching

Please share with us your Ideas and please follow us on Social Media!

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