



# Corporate Engagement + Empowering Team Leaders

with Carolyn Goldfarb

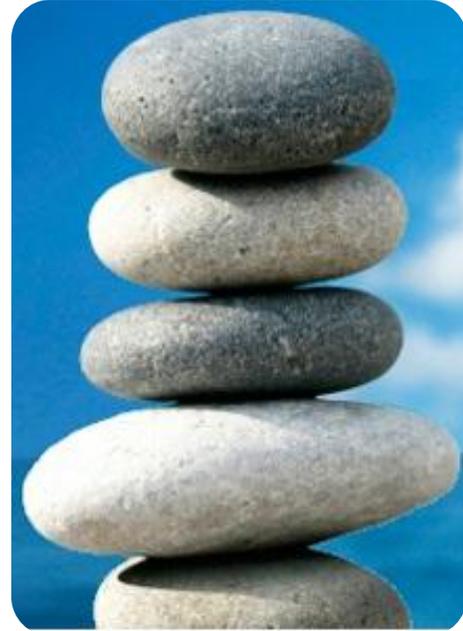
## **30 Key Strategies to Empower your Team**





Leadership is such a powerful word. It invokes such deep feelings and congers up images of people we admire such as World Leaders, historical figures, your boss, and those that failed to inspire you who you felt disempowered you, like that "bad" boss you can't get out of your head. Leadership means different things to each individual. For me it means someone who inspires and motivates me, who challenges me to be my very best and smartest self, who demonstrates strength, perseverance and compassion, and someone I want to learn from and emulate.

Effective leadership begins with being your authentic self. How do you feel around someone who is authentic and true to themselves, you and the world around them? For me, I want to know that person. I find them interesting. I want to hear what they have to say. This is the beginning of effective leadership. Be Authentic! Be you!





Leadership is the key element which often determines the overall success of your next product from its development to its launch. As a leader, your most important role is to inspire the team of individuals that you have charged with creating your program or product in line within the boundaries of your specific vision. Empowering a team effectively will leave you free to be strategic, create the next idea, focus on your clients etc. It will allow you to succeed.



These 30 key strategies I have outlined the list of some overall suggestions and ideas that I hope to assist you in empowering your team. They are simple straightforward reminders to many of the techniques that can assist you in being an effective Leader that brings out the finest qualities in your team.

As you build your team, I would suggest including individuals that inspire confidence, that are proficient in their areas of expertise, are able to share information, are efficient, creative, and work well with others. When you have a strong team in place you be assured of a solid foundation from which your products and programs will be built upon. After the team is put in place, the key is for you to be an **effective and empowering leader**. You are the motivating force!



## Here Are Some Key Strategies To Empower Your Team



1. A team should have a distinct goal and common interest. The team success can be achieved when it has a clear direction and purpose.
2. Allocate funds, staff time, materials for marketing as well as resources so that the team can really become a team.
3. Establish a supportive environment. A team can truly succeed when it has internal support from the organization's management and you.
4. Lead the teams that are newly created. Be an example on how to work as a team and with the assigned tasks. Delegate and coach simultaneously. When you engrain your unique style and personality into your team, the team will respond positively.

5. Be aware of expenses involved in the development and execution of the project, and therefore resources should be allocated and provided accordingly.
6. Involve each member of the team in the plan design as well as in setting the team goals.
7. After the team building, provide and seek out support for the challenges you meet along the way.
8. There is always a direct connection between the degree of ownership for each individual, and their level of involvement, make sure that your team members are a part of your planning process. This will naturally create accountability in each team member.



9. Provide training for your employees. This will not only improve their skills, but will empower each individual to contribute even more effectively and will create a sense that you are invested in their growth, development and future. It is also vital to the realization of your overall goals and mission of the project, as well as the development of your internal talent pool. Retaining valuable talent is a talent in itself.
10. Encourage everyone in your organization to participate in team building training. This is a great way to develop the fundamentals of working together by improving communication skills, and which will create better workflow, reduced project time, and cut back on human errors that poor communication can create.
11. Offer some ideas and tips for each individual on the best way to achieve the overall goals of the team; for example provide tips and ideas on how to create buzz around a successful product launch or what you have found goes into building a successful product.





12. Provide coaching and training, conduct role playing for sales executives to hone their pitch, and handle objections, and break down tasks into manageable pieces. Sales is one of your most valuable assets. They represent you and your brand. When you have empowered Sales people who love working for you, you will be primed for success.
13. Encourage productivity by means of motivation.
14. Employ the team approach. It is always helpful when you or your managers are available to go on a sales call, to meet customers, and to think strategically with regards to your clients goals. Be involved with your team and know their level of expertise. Everyone should be available to jump in, and support the new person. Make sure all your Directors and Managers are involved in assisting and supporting their reports as they accomplish their overall objectives. Don't expect people to know what they don't know.

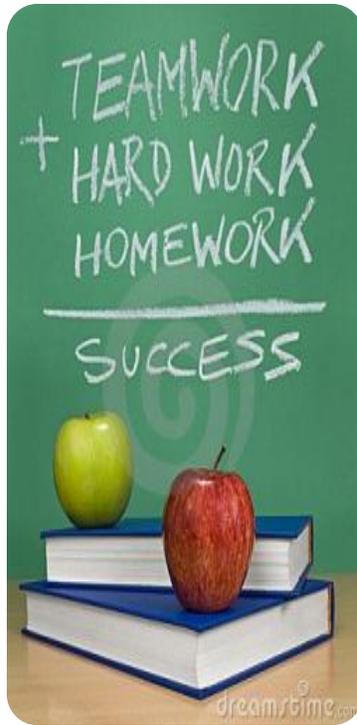
15. Set and reward behavior objectives for each every member of the team and provide reviews. Weekly meetings, both Team and 1:1, with Direct reports can be an effective way to keep everyone on the same page and focused on overall goals and objectives while providing an environment to breakdown next steps etc. Provide benchmarks and set expectations on the overall behavioral dynamic of the team. Keeps everyone focused on the goal including you!
16. Create a challenge or contest for improvements in every department and have a reward or bonus that is worthwhile to provide a sense of competition.
17. Encourage your people to take calculated risks. An effective leader must be trained to integrate some level of risk in their strategies.
18. Define your expectations clearly to your team when designing any leadership strategies





19. Focus on the goal. When everyone is on board with the overall objective of a project and the benefit it will provide, they will be able to get behind it. For example: Every product I design has the overall intention to improve the day to day lives and happiness of individuals at work which is where they spend a majority of their time. This is an objective I know motivates me and my team. If you provide a purpose greater than the immediate reward, you will see your team naturally commit and engage with each other and the goal. This in turn improves your bottom line – increasing revenue.
20. Listen to your team. Since they will be the ones representing your company, creating your next big win, and keeping your organization running smoothly, and so by listening to their comments and views you quickly adjust to any bumps in the road to success.
21. Recognize some potential team issues and let them share their views on how to improve the function and flow of the team.





22. Evaluate the progress of the mission often, weekly is best and then quarterly.
23. Meet with your team regularly. I suggest a team lunch, or dinner to provide a comfortable relaxed atmosphere that allows the team members to exchange and compare ideas in regards to the current objectives, so that possible changes and adjustments can be employed faster, thereby achieving better results.
24. When success and accomplishments are achieved, celebrate with the team. Don't wait until everything is done to celebrate smaller milestones and successes. This will further boost the morale of your team.

25. Personally lead the team that is not performing up to their potential.
26. Create reward contests, and institute financial incentives at variety of levels and make it a celebration every time someone achieves the win.
27. Reward those who made exceeded expectations.
28. Establish an effective compensation plan that is tied to results and success of the individual, and then the company.
29. Make your team happy by having them use their time in a simple, effective and efficient way.
30. When a leader is able to design and implement innovative and empowering strategies for her team, the next thing for her to do is inspire her employees in the next step: implementation.



If you have some strategies that have worked for you in the past, I would love to hear from you. Please visit my Facebook Page [Here](#) and let me know.

To you and your teams' empowered success!



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