

## BUILDING NORMS & AGREEMENTS

An inspirational leader is defined as one who arouses enthusiasm

**Step 1:** Each member of your team is to individually rank each of the 12 “Team Agreements for Successful Teamwork” listed below. (#1 is most important, #12 least). Place your responses in the first column under “Your Ranking.”. Do not discuss the items until each member has finished the individual ranking.

**Step 2:** After everyone has finished the individual ranking, rank order the 12 items as a team. Use the second column—“Team Ranking”—record your responses. Once discussion begins, do not change your individual rankings. You will have 25 minutes for the team discussion.

	Your Ranking	Team Ranking
1. If we must be late or absent, we will inform the team facilitator, liaison, or a team member at least a day in advance.		
2. We will always come to meetings prepared to work on the agenda that we will receive before the meeting. Our preparation and research will be complete, and we will be ready to discuss the issues on the agenda.		
3. We will always respect the opinions and feelings of all individuals. Each member has equal participation in our meetings. When discussing team business, members should expect to contribute to discussions and be listened to with respect.		
4. We will always avoid blaming people for the shortcomings of our team. If our team somehow fails to do its tasks properly, we will examine our team process and attempt to improve it. If individuals are having trouble meeting their commitments, the team will support them in every possible way.		
5. Members will support the decisions of the team after they are made. Undermining team decisions or second-guessing and bad-mouthing the team and its work outside the team setting to nonmembers is unacceptable behavior.		
6. Members will live up to their team commitments, recognizing that failure to do so affects the whole team's progress. When in jeopardy of not meeting their obligations, members will notify the team in time for other members to take supportive actions.		
7. When faced with a decision, we will first decide how to make the decision. Our general rule is to (1) state the problem, (2) discuss different ideas, (3) examine the benefits and risks associated with different approaches, and (4) select an approach we can all support.		

## SHARED SUCCESS

Collaboration is everything in marketing or any form of communication.

Yes, it's possible to be the only one bringing great ideas to life. If you are a one-person M & C team, find at least one or two other people you trust to give you constructive, honest feedback.

In a team environment, I've frequently come across those who collaborate very little. Let's be clear, sending something over email and asking for everyone's feedback is only partial collaboration.

Especially when dealing with creative (and in marketing that's sort of our thing), meetings are critical. F2F dialogue (virtual too) is the only way to push and pull on ideas and each other to deliver your absolute best.

- Have fun with it and go for it.
- Keep brainstorming sessions limited to an hour.
- Make sure each idea has some pushback.
- Encourage shoutouts during meetings and via email
- Share what's working and explore what isn't.
- Incorporate sharable success into upcoming content.



Communication is not about saying what we think.

Communication is ensuring others hear what we mean.

Simon Sinek