How to maintain your team culture

The value of maintaining a strong team culture:
A farm where everyone works as a team will generally be highly successful with great business results, competent, motivated staff and low staff turnover.

However, things can quickly change and it is important to keep working at maintaining the team culture and fostering the sense of belonging that brings so many rewards.

How can I maintain a strong team culture?

- Keep the foundations strong by continuing to do these things:
  - Communicating constantly and clearly
  - Discussing your business goals with the team
  - Setting clear expectations about roles, responsibilities and behaviour
  - Recognising and rewarding teamwork
  - Having regular meetings where the focus is on how you are working as a team.

- Increase the involvement of staff in the business by:
  - Increasing their involvement in decision-making
  - Organising small teams to solve real work issues and then report back to everyone
  - Considering profit-sharing or giving staff the opportunity to buy into the business, for example, by owning some of the stock.

- Show your trust in the team by:
  - Delegating more responsibility and reinforcing this by being more hands-off in your management
  - Taking a holiday and leaving your staff in charge.

- Keep up the team-building activities and if you think the team is ready for it, contact a team-building company to help you design something more challenging.

- Ask for feedback about your own performance during the performance review process. This will show your team how much you value their input. Be sure to give them some specific topics to think about before you meet with them and then listen to feedback without getting defensive.
• Involve staff in the recruitment process. New staff can change team dynamics very quickly, and existing staff will greatly value the chance to:
  o Discuss the sort of person who would fit in well and the skills they should have before you advertise
  o Meet your short-listed candidates before the final appointment is made.

Keep at it!

Trust and team spirit can be broken very quickly and are very hard to repair. If teamwork is one of your key business values, it has to be one of the first things you think of in every situation. You need to keep reminding yourself and your team to keep working at it.