

# BUSINESS EYE

EMAIL [editorial@bucksherald.co.uk](mailto:editorial@bucksherald.co.uk) / FIND US ON FACEBOOK: [facebook.com/bucksherald](https://facebook.com/bucksherald) / FOLLOW @bucks\_herald

# Does your team know the goals?

WRITTEN BY

ALEX PRATT



Founder of Serious Readers in Bierton and chairman of Institute of Directors South

[www.bucksherald.co.uk](http://www.bucksherald.co.uk)  
[@bucks\\_herald](https://twitter.com/bucks_herald)

I have often heard those who run small business bemoaning the ineptitude of the larger organisation caught short over a compliance or performance issue.

It's a cheap shot to level this comparison at others and usually comes from those who have never held down the responsibility of leading a large team in a complex environment.

All of life is complex but its when it also gets to be complicated that the wheels are at risk of falling off.

Brexit for example is not complicated; a majority of the

British people voted to leave the EU but it is possibly one of the most complex matters in history to unravel without triggering significant financial and social pain.

This week's shenanigans with Messrs Boris and Davis resigning from the Cabinet show how difficult it can be to get a complex task completed smoothly and to keep your team on board.

Any successful enterprise of any scale needs a clear reason into which the team can all buy emotionally, something that will power them to get up in the morning rather than take a duvet day.

The "why" in a business pumps at the heart of its being and is what keeps it going through and on course the tough moments.

Not only does there need to be a clear and compelling reason to exist, but it also needs to be clearly understood, talked about all the time and lived on a daily basis.

It's not good sitting on the

pages of a strategic plan.

In the end people, whether customers, suppliers or team members buy why you do what you do more than what you do or how you do it. What you stand for matters most.

Does your team know why you exist?

Do you live by this on a daily basis?

How often do you talk about it?

Where is it written down?

What is your process for making sure new starters understand it from the outset?

When and how do you remind yourselves why you are doing what you do?

In a team of up to a dozen people working in the same space a lot of this is observed and communicated through your actions as the boss on an hourly basis, but once you grow the team and not everyone gets to see you, perhaps they might work on a different site, what processes have you in place to make sure everyone is clear and playing



Boris Johnson resigned from his team this week

a tune to the same score?

Have you got members of your team, like Boris who don't

agree with you and are in fact all the time looking to undermine your efforts to get clarity

of purpose for the team?

Why haven't you fired them yet?