

Setting the stage for an annual team meeting

First, “blue-sky” a bit. Pick a time and place where you won’t be disturbed (maybe at home in the evening) and on paper, make some notes to answer these questions:

What major events occurred in your team over the past 12 months? Consider:

- New team members, and any who left the team and personal milestones (marriage, baby, designations achieved)
- Major new clients, and lost clients
- New or discontinued products
- Growth in assets, gross commission, # of households and average client size
- Shifts in strategy – such as concentrating on high-net-worth individuals
- New marketing initiatives (newspaper columns, presentations, client seminars)

What new initiatives do you think are important for the coming 12 months? Consider:

- Does your team need to add new skills – through training or hiring?
- Does the team need to simply add general capacity, through hiring a widely-skilled person, or someone on a part time casual or shared basis?
- Should you make a shift in strategy, such as new products, better processes or a different market niche?
- If you want to grow your book, what steps will be most effective?

Once you have some of your “big-picture” ideas in place, consider which of your team’s needs can be met through an annual meeting. A list of possible objectives is:

- Building inter-personal understanding and bonding among team members
- Growing members’ understanding of each others roles, responsibilities and capabilities
- Improving work flow among the team
- Celebrating the year’s successes and growth
- Obtaining team members’ input as to how they see the team developing
- Sharing your plans for the coming year with team members
- Developing a specific business skill, such as interpersonal communication
- Review the past year and develop learning from it
- A perk – a reward for a job well done

Think of what additional needs you see in the team. Then, from the list, pick the most urgent three or four needs, and then rank those. Your plan for the day must be able to achieve your top-ranked objectives.