

## The Challenge – Preseason – Day 7

### 2010TCPREDOc: The Importance of Teams

Running Time: 9 mins



## Intro

Hi, **Caro** here and welcome to **the Challenge** for 2010. In today's video, I'm going to be talking to you about **teams** -- both **the importance of teams** and also, **how to work with and communicate effectively with your team** including some fantastic free online tools that are perfect for making the communication channels easier and more efficient.

So, without further ado, let's get started.

## The Importance of Teams

As I've mentioned before, this video is about teams -- both why we recommend you're in teams, and also, some fantastic free online tools you can use to help aid communication and interaction within your team.

Now, I have to say I am a convert myself to teams. When I first did the **Thirty Day Challenge** (which was what it was called in 2005), I was actually really quite anti- teams - I'd had bad experiences in the past. So, I think it was really my absolute commitment to making the **Thirty Day Challenge** work for me, and I was determined to make online marketing a full-time career that I thought, *"Well, I'm going to go with whatever Ed says. Even though I'm not a big fan of teams, I'm going to give it a go."*

And I'm glad I did because it *completely* turned my opinion around. I really, truly honestly believe that **two key elements to my success was both the forum** (and the community, and the sense of camaraderie and helping each other on the forum) **and also, my team in that year**. And I didn't know anybody in that team.

Like we're recommending you do, I went to the teams area in the forum and I posted. I just said, basically, I called myself a "remedial newbie" and I was looking for team members. And we met each other. And we had a variety of people in the team from myself that was an absolute newbie to somebody quite advanced.

Now, as far as **numbers in teams**, really, **we recommend around four or five**. If you get too big -- and I've seen before in some years teams of twenty or thirty people -- it's actually not productive. A good number is around four or five, maximum six in a team.

Now, how we recommend you work with the team is **within that team, you do share your ideas with each other. You do share your progress**. You have an agreement, like "what goes on tour stays on tour". You have an agreement and commitment with each other in that team and yes, that *does* include trust. And there's a point for all of us where it pays to trust. And I certainly am so glad, I did because I'm still with contact with most of my team members. And the thing with that is that you have the agreement that it stays within your circle of your team.

## Communicating With Your Team

So, the team support -- what we would do (and again, what we'd recommend) is that you **meet at least once a week and commit to attending that meeting**.

Now, there are some fantastic free tools that I think are essential (and it was all new to me when I came into the **Thirty Day Challenge** - we now call it **the Challenge**).

### Skype

<http://www.skype.com/>

When I started, I didn't even know what Skype was. Fortunately, Skype is both free and intuitive. (I'm not actually going to actually be downloading each tool for you. I'm going to be talking to you about the tools that are essentials because I want you to go through exploring it yourself. This is part of what we all *must* do if we want to be online).

And some of you listening to this may already know this. So, great! You can press pause and go do something else -- watch some TV or something.

So, for those that are completely new to it (like I was), download Skype. It's intuitive. It can work out whether you're a PC or a Mac. All free from Skype to Skype. And what you do is you get each other's Skype addresses.

Skype is a fantastic way to talk. It does conference facilities on the Skype interface. So, very, very easy.

Something that I would recommend is that you do is **get a good third party microphone or headset**. If you talk just through your speakers to other people through their speakers, often, you can sound like you're underwater and you're trying to talk. So, it's just really both courtesy for others and lessens your frustration if you're on the receiving end if everybody does get that headset or microphone. And there are many inexpensive options out there -- many, *many* inexpensive options.

So, Skype is something that is *essential*, I'd say, for you with regards to a working tool for your team.

## **Google Groups**

<http://groups.google.com/>

Another thing that I believe is absolutely essential is **Google Groups**. Now, most of you, I'm guessing, would have a Gmail address (Gmail is just a Godsend because there's so much you can do with it).

Google Groups, is a great way to communicate. **This is how I communicate with our group of moderators**. Once you have a Google Account, you can set up a group and invite each member of your team to join.

Really, I'd say, it is a must-have.

## **Google Docs**

<http://docs.google.com/>

Now, this is optional. **Google Docs** is fantastic, as well. Google docs allows you to create, edit and share documents (word processing, spreadsheets and presentations) with other members of a team, and the documents are stored online, so they can be accessed from anywhere.

It can be great if you want to share stats with people or anything like that. You can share in Google Docs *all* of the Google tools. In fact, most tools online. And I'm saying this as somebody that struggles with what I perceive as the technical side. Most of them are fairly idiot-proof. And I call myself an '*idiot*' sometimes with understanding the online tools like this. So, Google Docs would be another one that's fantastic.

## **Dropbox**

<http://www.dropbox.com/>

**Dropbox** is available for Windows, Mac, Linux or your iPhone/iPad. It's like **a synchronised folder for your files that makes it easy to share files over the Internet**.

That is an absolutely brilliant tool, both for yourself if you're working from computer to computer, and it can be fantastic if you've got a common Dropbox for your team where you want to drop information. So again, another wonderful tool online that you can use.

So, we've got the Groups, the Dropbox, the Docs, Skype -- all of them are free. All of them are great to help you communicate with each other. It really doesn't matter what part of the world you're in. In my team that first year, I had people from the States, I had people from Asia Pacific and myself, in Australia. So, we were pretty well spread out.

## Mindset

So, there can be some bonus if you are sort of locationally-minded. But please don't limit yourself with your thinking.

And I'm going to also add, if you have a negative attitude to something, *anything* -- whether it's the Challenge, whether it's the team or anything -- you're like to attract that back and your likely to prove yourself right.

So, I've said (or confessed) that I didn't start with a good attitude towards teams, however, I overlaid that (or replaced it) with a great attitude that I was going to trust and do what Ed said because it wasn't costing me anything.

So again, **I encourage you to open up your mindset if it is slightly closed to a team.** Certainly **have some agreements with regards to commitment with each other.**

And you, as an individual, should give your all. And if you give your all, you will attract other people that will give their all. That's certainly been my experience in life, in general and very much so with the Challenge.

## Wrap Up

So, I think I've covered everything for you.

Just to reiterate as I close, what I'd say is that teams, to me, are essential to your success.

Yes, there's the loner here and there, or the person that says that they work so much better without a team. If you want to do that, you know, we can't make you go in a team.

All I can say from personal experience, all we can say from the vast majority of people that are actually successful, they're on a team. Yes, we've had people that are being very successful that are being soloists. However, in the majority of situations, they've been with a team.

I encourage you to create your teams. Use the forum just to set up a team. Then, take it outside. Use Groups, use Docs. Definitely use Skype. Use Dropbox. There's a lot of free online tools now.

So, have fun. And just think, you're going to be making new friends, new connections in this industry. It's a fantastic industry. So, enjoy your challenge and I'll be talking with you very soon.

## Actions

- Go to the **Teams and Meetups** section of the **Challenge Forum**
- Look for a team to join (or post that you are looking for one)
- Agree on some ground-rules
  - Meetings
  - Trust
- Set up some group communication tools
  - Skype
  - Google Groups
  - Google Docs
  - Dropbox
- Enjoy!

## Resources:

**Skype** - <http://www.skype.com/>

Click here to download your copy of Skype.

**Skype Support** - <http://support.skype.com/>

Click here to get support using Skype.

**Google Groups** - <http://groups.google.com/>

Click here to get started using Google Groups.

**Google Docs** - <http://docs.google.com/>

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**Dropbox** - <http://www.dropbox.com/>

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