

THE BETTER BUSINESS SERIES

5Cs FOR TEAM SUCCESS

1. CO-EFFECTIVENESS

Belief in one's self, shared belief in the brand identity/vision and belief in each other are vital.

2. COHESION

The more cohesive a team is, the more likely it is to be successful.

3. CULTURE

Develop a mastery focus, and encourage fairness, forthrightness, and appropriateness.

4. CONTRIBUTION

People want to belong, and identify with others and worthwhile and rewarding pursuits.

5. COMMITMENT TO THE CAUSE

Commitment, shared purpose and shared success are key.

