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.

Source: Lee Richardson (AIM-FOR)