



# Profiles Advantage

Partner Newsletter for February 2015

## Team Building Tips from Successful Entrepreneurs

Creating a team-building culture starts with individual, engaged employees. Engaged employees are happier at work, get more done, and routinely go above and beyond their job descriptions. They also encourage other employees to be more engaged and productive. Most importantly, these employees are proud to be a part of their companies, and are more likely to stay long-term. There is no one simple set of actions that will create increased engagement levels. You need to identify opportunities, simplify solutions, take action, and encourage accountability for following through with the policies you put in place.

If you want to create an atmosphere that fosters engagement, you must:

1. **Evaluate the employee** – The ideal employee is one who is fully engaged on the job and consistently exceeds your expectations. He or she not only meets their own goals, but improves the performance of those with whom he or she interacts. Employee Assessments can help identify those employees that stand out. A good approach is to communicate with the employee, and ask: What can be improved? What do you need? What can be adjusted? What should we start or stop doing?
2. **Evaluate the leader** – Engaging employees is part of every leader's job, at every level in the organization. If you want to help increase the effectiveness of your leaders, then you need to identify the leadership skills that are most effective for engaging employees. Seek feedback about each leader from his or her boss, peers, and direct reports. Align the leader's behaviors and leadership skills to the expectations of the organization. Then, close leadership gaps through on the job performance, feedback, and coaching.
3. **Evaluate the team** – Each team member brings something unique to the team. It's important for managers to understand the individual talents of each member, and how those skill sets interact. Once interaction pattern results are clear, it will be easier to make adjustments to the current work environment. How the team works together directly affects the productivity of the company. With an overall understanding of where strengths and weaknesses vary, managers will be able to make appropriate adjustments in order to maximize efficiency.
4. **Create a culture that values engagement** – Your culture is the unique personality of your company: core values, ethics, the rules that guide behavior,



## The Profiles Performance Indicator™

### Overview

Profiles Performance Indicator™ (PPI) is a performance-based employee assessment solution that generates a report that can help you boost employees' morale and productivity. This solution provides you with valuable insights into how an individual can be motivated and managed to operate at peak performance. The PPI also provides recommendations for improving employee performance. These recommendations can help you:

- Respond to job-related stress, frustration, and conflict
- Boost employee motivation
- Conduct effective performance appraisals
- Determine whether the employee is internally motivated, or will need external stimulation

### Purpose

The Profiles Performance Indicator™ is used to understand employees' behavioral characteristics, and shows you how to use this knowledge to increase employee performance.

## Featured Report

**Software Company Reduces Turnover and Increases Effective Hiring Case Study**

etc. Communicating a clear vision of the future is crucial. Engaged employees require a work culture that is fundamentally stimulating, a return on the investment they are making in your company, and leadership from people they can respect. These three elements will ensure that your employees remain engaged and productive throughout the course of their employment at your company.

5. **Teamwork is rewarded and recognized** – While individual achievements are great, collaborative ideas and practices are what create a team-building culture. Encourage team members to work together to come up with the very best ideas, and reward them when they do.

A company's brand creates customer loyalty. Your recruitment, selection, onboarding, coaching, development, and succession planning processes are part of your brand. Think of each of these as a means of retaining top performers and developing future high performers. When you enhance your existing processes with the use of predictive performance patterns and job matching, and then empower your managers to use this data, you will accelerate performance and build your employee brand loyalty. It's also important to remember that team building isn't just an activity you do once a month. It's something that you should work on every day to make it part of your organization's culture.

The founder of an innovative Ohio software company recognized the need for objective information designed for effective recruiting, coaching and development, team building, and succession planning. Profiles International provided assessments that allowed the software giant to create new teams that would take the company into the future. New employees would take the Profiles Performance Indicator™ as part of the onboarding process to provide essential information about team interactions. With the Profiles Managerial Fit™, “We are learning in advance where a manager and the new employee are going to ‘hold hands,’ and where they are going to butt heads,” said the director. “Forewarned is forearmed, and we want to keep top performers at all levels.”

[Read the full case study here.](#)

## New Opportunities

### Be a guest blogger for us!

Our blog has grown tremendously over the past few years; we have over 13,000 subscribers and many new visitors every day. Additionally, many other organizations share our content. We feature guest bloggers a few times a month, and would like to extend this offer to you. Our blog covers any and all workplace issues, from leadership to sales strategy, and many common HR issues. So, if you are an avid writer or have a topic you are interested in, please contact us today. No blogging experience required. We will even add your bio and a link to your company site. Contact [aoife.gorey@profilesmail.com](mailto:aoife.gorey@profilesmail.com)

Contact Information