



PROFESSIONAL CLUB MARKETING ASSOCIATION

## Professional Development

### Wearing the same uniform doesn't mean you are a team...

We recently had the opportunity to host a professional development webcast for our members focused on the ongoing challenge of leading an engaged and committed team. When kicking off the seminar leadership expert, Kevin McDonald, started off with a pretty profound statement; "You must have the intention to be a team."

Unintentionally, maybe due to stress and limited time, we might be bossy team leaders - telling our colleagues what the team goals are, assigning tasks and giving deadlines. Instead, we need to be inviting them to be part of the team process. Kevin MacDonald and his colleague, Shelley MacDougall, advise that high impact teams are the result of invested leadership. They recommend working together as a team from the beginning to identify a common purpose, agree upon goals, determine ground rules, and understand responsibilities. Taking these steps is well worth the time and energy in the long run when it comes to productivity and results.

Additionally, we seem to be the most committed team members when we are emotionally connected. Kevin and Shelley suggest that an emotional connection is only possible when trust within the team has been secured. When trust is established members of the team don't want to let each other down. The emotional connection generated by trust encourages team members to communicate openly, have high standards for productivity, and be accountable for their role.

*(We are proud to feature a quarterly professional development series for our members with PCMA coaches, Kevin MacDonald and Shelley MacDougall - [www.thecoachingdept.com](http://www.thecoachingdept.com))*