



MAINE SMALL BUSINESS DEVELOPMENT CENTERS

Motivating and Managing a Small Team

Strategies for Small Business Success

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Funded in part through a cooperative agreement with the U.S. Small Business Administration:





What Do We Do?

No-Cost, Confidential Business Advising to Current & Aspiring Small Business Owners

- Business Plans/Planning
- Business Strategy & Growth
- Financing
- Marketing
- Operations & Management
- Buying/Selling/Exiting
- And More!

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LMNOP

Who do we serve?

- Small Business Entities (as defined by the SBA)
- Individuals Starting or Acquiring Businesses
- For-Profits*
- Maine-Based
- All Industries*
- Underserved Populations

**Some Exceptions Apply*



Disclaimer

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The pandemic has changed the way everything works, but what hasn't changed is our dedication to helping the small businesses of Maine! With virtual meetings and a little creativity, our Business Advisors are still here to help you out. Request Advising today: [https://mainesbdc.centerdynamics.com/...](https://mainesbdc.centerdynamics.com/)

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Purpose of this Presentation

- Understand why team motivation is critical to small business success
- Discuss key challenges small business owners face when managing teams
- Emphasize the importance of a strong company culture and leadership

Slide will be sent to attendees, and the webinar is being recorded

THE POWER OF MOTIVATION

Motivation drives **RESULTS!**

- Increased productivity
- Improved customer service
- Higher employee retention
- Fosters innovation and problem solving

Understanding Your Team

Different Personalities and Workstyles

- Identify the unique strengths of each team member
- Recognize varying motivations: extrinsic vs. intrinsic
- Tailor your approach to individual needs



EFFECTIVE COMMUNICATION

- Regular team check-ins (daily/weekly)
- Encourage feedback and active listening
- Use digital tools for collaboration (Teams, Slack)

BUILDING TRUST AND TRANSPARENCY = leading by *EXAMPLE*

- Be honest and transparent about business goals and challenges
- Build trust through consistency and reliability
- Share successes and failures with your team

OFFER AUTONOMY BY EMPOWERING YOUR TEAM

- Give employees ownership of their work
- Encourage decision making and problem solving
- Avoid micromanaging (trust them to SUCCEED!)

RECOGNITION AND REWARD: CELEBRATING ACHIEVEMENTS!

- Publicly recognize accomplishments (team and individual)
- Provide both monetary and non-monetary rewards
- Personalized recognition (thank you notes, etc)

FOSTER TEAM COLLABORATION

- Create team-building activities (both work & fun)
- Encourage knowledge sharing/cross-collaboration
- Organize brainstorming sessions

PROVIDE OPPORTUNITIES FOR GROWTH

- Offer training, workshops or courses
- Provide opportunities for career advancement
- Show commitment to personal growth

PROVIDING CONSTRUCTIVE FEEDBACK

- Regular, timely and specific feedback
- Balance positive reinforcement with areas needing improvement
- Make feedback actionable and relevant

MANAGING CONFLICT CONSTRUCTIVELY: ADDRESS ISSUES EARLY

- Encourage a respectful and open environment for conflict resolution
- Use conflict as an opportunity for growth
- Mediate disputes fairly - everyone has a voice

UNDERSTANDING YOUR TEAM'S NEEDS AND LEADING WITH EMPATHY

- Be approachable and listen actively to work and personal concerns
- Show empathy during challenging times (stress, personal situations, etc)
- Balance work demands with personal well-being

BUILDING A POSITIVE CULTURE

- Foster a culture of mutual respect, inclusivity and accountability
- Be consistent in promoting company values and mission
- Promote a healthy work-life balance to prevent burnout
- Offer flexible work schedules when possible
- Encourage a family feel within the team

LEADING BY EXAMPLE - YOU SET THE TONE

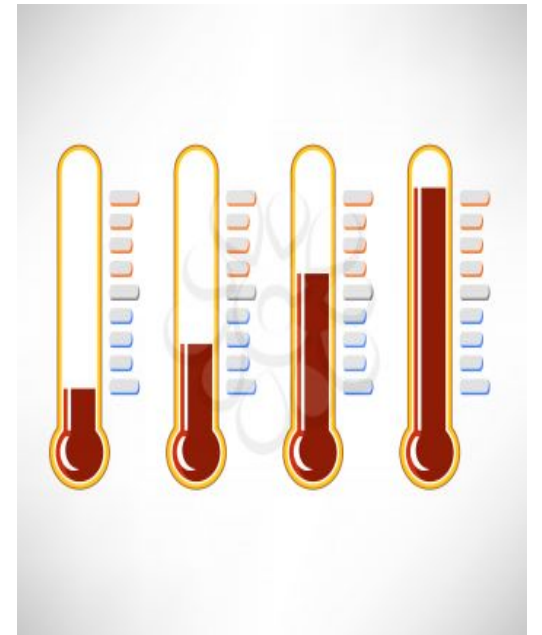
- Demonstrate the behavior and work ethic expected from your team
- Lead with integrity and accountability
- Show commitment to the business and your team's success

monkey see, monkey do!



MEASURING SUCCESS OR TRACKING TEAM PERFORMANCE

- Regular performance reviews (quarterly, annually)
- Use KPI's to measure individual and team performance
- Celebrate progress towards goals



OVERCOMING COMMON CHALLENGES

SMALL BUSINESS TEAM CHALLENGES

1. Managing diverse skill levels
2. Limited resources and budget for training/incentive
3. Balancing day-to-day operations with team management

SOLUTIONS

1. Prioritize tasks
2. Be resourceful with incentives
3. Create a supportive and adaptable team environment

CONCLUSIONS AND TAKEAWAYS

- Motivation and team management are critical to long-term success
- Communication, recognition, trust and growth opportunities are critical
- Be a leader who inspires, supports and grows with your team



Questions

Type your questions in the chat below or "Raise Your Hand" and unmute yourself!

