

The Truth About Teambuilding ROI

By Sean Glaze of www.GreatResultsTeambuilding.com

First, let me state that most of the benefits your group will enjoy from our time together at any teambuilding event will be difficult to measure, but impossible to deny!

You will see more smiles, conversations and camaraderie.

You will see more rapport and acceptance of roles, and you will see more peer accountability and clarity of a shared vision of success.

Teambuilding activities are, by design, intended to lower walls of resistance and stress through experiential learning. **Telling isn't teaching**, and your people won't LEARN or change habits until they actually make issues and their relevance a personal experience they can feel and consider.

But a fun and challenging set of activities and discussions isn't always met by the office bean-counter or supervisor with smiling eyes.

Often, the main question that is jabbed in the direction of anyone who dares to suggest the idea of a team building event or speaker is somewhere in the neighborhood of "*what the heck is that going to do for us other than just waste time!?*"

Well, for those Doubting Don's and Cynical Cindy's, let me share the following very rational reasoning for the value of a serious teambuilding event.

Ultimately, you want to improve your company profits or program win total, and that only occurs with improved team performance.

So you must improve team performance – but that requires identifying and resolving the issues that are impeding your team's performance.

That is the reason for team building.

Sean's Team Building Events enable individuals and organizational divisions to work more productively together as a **more engaged and connected team**.

Each customized program of activities and debriefing discussions is designed to develop core skills that are required for people in any industry or setting to produce tangible results and improve performance.



As a meeting planner or team leader, you can expect Sean's fun half or full day events to deliver many of the following TANGIBLE benefits:

- Improvement in organizational operating efficiency
- Improvement in overall team productivity
- Improvement in staff retention and roles alignment
- Improvement in leadership awareness and communication skills

In addition to the tangible benefits above, though, you can be confident that the lasting results your organization will enjoy emotional and PERIPHERAL benefits as well.

Peripheral and anecdotal benefits would include a more collegial work environment, more pleasant and supportive interactions, and a culture that attracts high-performers who want to contribute to and be part of a positive environment...

The truth is that team building ROI is easily measured with this equation:

$$\text{ROI} = \frac{(\text{TR} + \text{PB}) \times \text{YI}}{\text{EF}}$$

Your ultimate return on investment for Sean's team building programs can be determined by combining the **tangible results** and the **peripheral benefits** and multiplying that by the **yearly impact** the event has (lasting results and impact improve your organization and people and interactions for many years)

Next, simply take that number and divide it by the **event fee**.

Then you will have calculated your measureable **team building event or speaker ROI**.

Quality and worthwhile teambuilding experiences involve your people in engaging and challenging activities that serve as a safe and powerful microcosm of adversity.



The activities that Sean facilitates will not only serve to identify issues, but to provide a safe and impactful debriefing discussion where these issues and the insights they offer can be shared and digested.

Following each experiential challenge or activity, the **Ha Ha's** of the activity quickly **become the A-Ha's** that will catapult your people's perceptions and their performance beyond where it was to where it needs to be.

At the end of our time together, each participant will be able to share his or her own anecdotal accounting of the day's outcomes and applications.

Each team member will be able to share the relevance of the activity and its lesson or insight to their particular circumstance, and then name at least one behavior that will change or habit that will be modified because of the insight they experienced.

Return on investment for "soft skill" activities is more nebulous than most accountants would like, but the eventual and ultimate impact that a professionally facilitated team building event or speaker has will be significant.

Your team interactions will improve - and you will see the results over time in performance and profits that would have been sabotaged by issues that team building will help to identify and often even resolve.

The soft skills your people develop, along with the insights and laughter they experience during the facilitated activities, will improve more than your organizations profits or productivity – it will positively improve your workplace culture.

Sean does not wave a magic wand that will change your people, though.

His events provide **fun and engaging catalyst discussions** that allow your team the opportunity to improve personal awareness, acknowledge group issues, and then take individual responsibility for the implementation of their insights and ideas.

If your team is underachieving, or if your organization needs a boost of energy, trust, focus, or morale – consider the benefits of a teambuilding event or custom training workshop to refocus your organization and achieve Great Results!



If you are interested in discussing an event or speaking engagement for your group, visit Sean's website at www.greatresultsteambuilding.com