EPISODE 196

EMPOWERING YOUR DREAM TEAM

SYSB PODCAST WITH

VERONICA ROMNEY

In this podcast episode, Jillian Flodstrom interviews Veronica Romney, an expert in building dream teams and training marketing leaders. Veronica shares valuable insights on what it takes to create and manage a successful team. She emphasizes the importance of looking beyond a fancy resume and focusing on passion, fit, and fair compensation when hiring team members.

Veronica starts by debunking the myth of being seduced by a sexy resume. While experience is important, especially in fields like medicine, it doesn't guarantee passion and commitment in the marketing space. Instead, Veronica suggests honing in on a candidate's current passion for their work, regardless of previous experience. The three critical factors she highlights for a good fit are enjoying the work, the people they work with, and feeling fairly compensated.

Next, Jillian and Veronica discuss how to balance different personalities and work styles within a team. While assessments like the Colby, Myers-Briggs, and Enneagram can provide useful insights into team members, Veronica recommends using them after hiring. Pre-hire assessments may not always reflect a candidate's true self, as people tend to answer them with desired portrayals. Instead, Veronica relies on intuition, depth of conversations, and targeted interview questions to gauge fit.

Effective communication is crucial for building and managing successful teams, especially in a virtual work environment. Veronica suggests using communication platforms like Slack, which provide structure and scheduling capabilities, avoiding the pitfalls of managing through personal text messages or Voxer. Setting strict boundaries between personal and work communications helps team members feel secure in their availability and contributes to a healthy work-life balance.

Veronica also stresses the importance of intentional communication. Loneliness and isolation can be common challenges for remote teams, so she recommends daily check-ins or "scrums." These brief, stand-up meetings allow team members to share their achievements, current tasks, challenges, and seek guidance or support from the team leader. By maintaining regular face-to-face interactions through video calls, leaders can foster a sense of camaraderie and show genuine interest in their team's contributions.

Delegation of responsibilities within a team is another vital aspect of team management. Veronica encourages leaders to let go and delegate tasks to team members who possess the necessary skills and expertise. However, she highlights the importance of setting clear expectations and quality standards. By involving team members in the co-creation process and providing success criteria from the start, leaders can ensure that the work aligns with their vision and maintains high-quality standards.

In conclusion, Veronica Romney's expertise in building and managing successful teams offers valuable insights for entrepreneurs and team leaders. By prioritizing passion, fit, and fair compensation during the hiring process, maintaining effective communication through dedicated platforms and regular check-ins, and fostering a collaborative environment through clear expectations and co-creation, leaders can empower their teams to achieve outstanding results.

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KEY TAKEAWAYS

✓ Be seduced by a candidate's impressive resume, **emphasizing the importance of assessing their current passion** for the work at hand.

✓ Three critical factors of fitting into a team: **Enjoying the work, having positive relationships with colleagues, and feeling fairly compensated**.

✓ While assessments like Colby, Myers-Briggs, and Enneagram can provide useful insights, **Veronica suggests using them after hiring**, as pre-hire assessments may not always reflect a candidate's true self.

✓ **Effective communication is key**, particularly in a virtual work environment. Use communication platforms like Slack to provide structure and avoid the pitfalls of managing through personal text messages.

✓ **Maintaining regular check-ins or "scrums"** helps combat loneliness and isolation in remote teams, allowing team members to share achievements, challenges, and seek guidance from the leader.

✓ Delegation of responsibilities is vital, **leaders should delegate tasks** to team members with the necessary skills, while also **setting clear expectations and quality standards.**

✓ By **involving team members in the co-creation process** and providing success criteria from the start, leaders can ensure that the work aligns with their vision and **maintains high-quality standards**.

✓ Veronica highlights the significance of **prioritizing passion, fit, effective communication, and collaboration** to empower teams and achieve outstanding results in building and managing successful teams.