

# Together to enterprising success

## About the Method of Business Success Teams Dr. Christiane Bannuscher

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# The idea of the Business Success Team ...

- ... comes from the USA, a method invented by Barbara Sher that Ulrike Bergmann brought to Germany in the 1990s.
- Women Resource Centres (WRC) in Mecklenburg- Vorpommern have been working with the Success Teams since 2003 in the frame of a EQUAL project
- this has inspired WRCs in Sweden to start working with the method too
- the idea of Success Teams can be applied for various groups, where the participants have other aims for personal or professional development

>>> here we describe how it has been used with **women running their own businesses**



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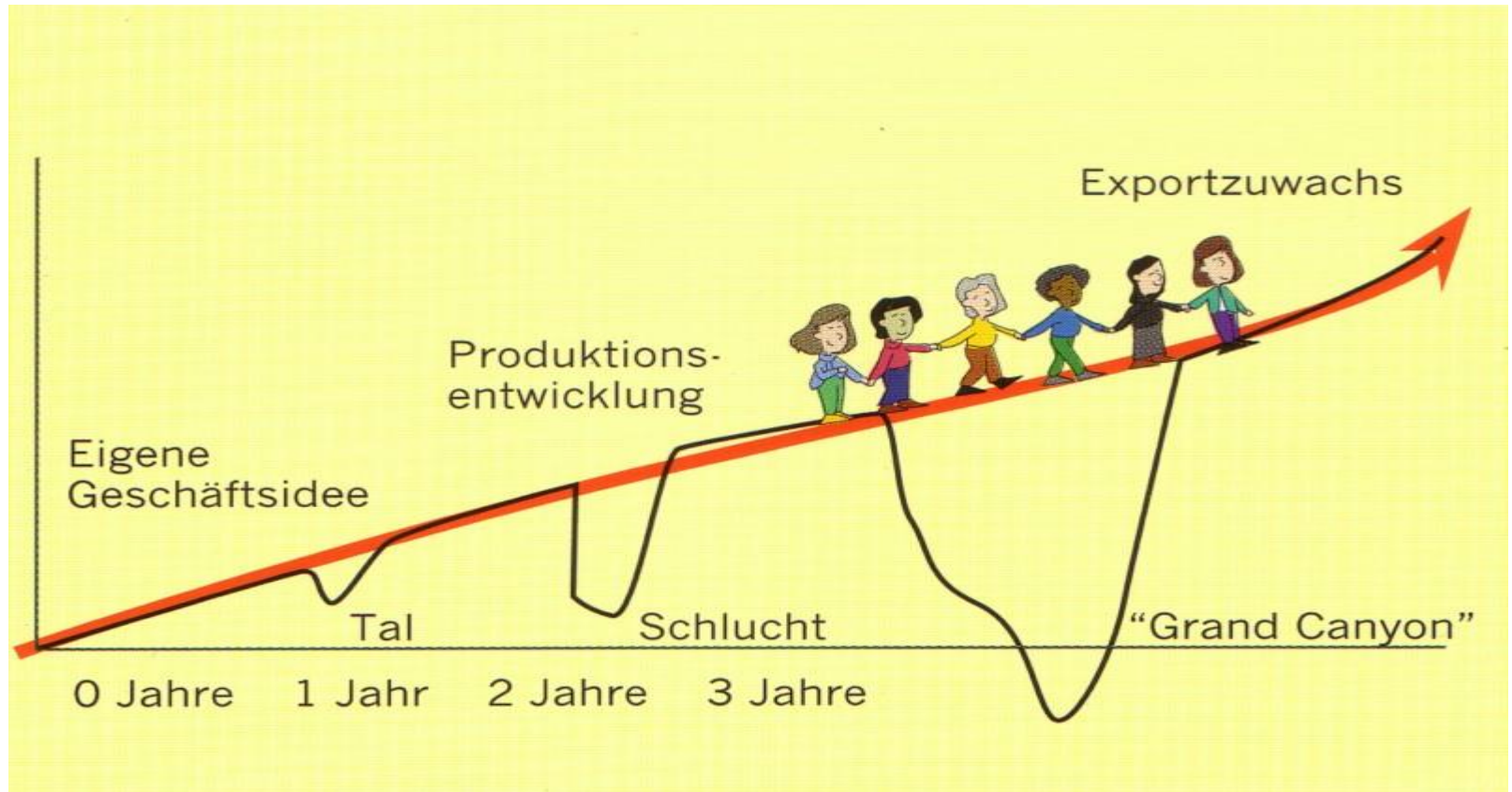
# The Business Success Team is...

- ... a supporting approach in the pattern of contacts and networks
- ... the idea that business women from different branches meet regularly to motivate and support each other in the management and of their own enterprises
- ... a group of 4-6 people, who meet regularly appr. every 4 weeks to help each other achieve their goals they set for themselves

# The Business Success Team

- activities in a Business Success Team focus on improving the participants' abilities in starting up & managing a business on the basis sharing their individual experiences
- the aims are in particular:
  1. to detect and formulate goals
  2. to draw in external suggestions and impulses
  3. to further develop the entrepreneur's and their company's potential

# The Business Success Taem



## The Method of Business Success Teams...

- ...means investing in the development of business skills and sustainability of female enterprises
- ...aims to exchange of experience on the basis of a structured meeting plan to improve competitiveness, growth and international cooperation to develop new products, services and new ideas
- ... is based on the entrepreneurs urgent need for supporting structure overcoming social isolation in running an enterprise with the following benefits:
  - become confident and formulate their own targets
  - support and motivate each other
  -

## The Method of Business Success Teams...

- give and get impulses from an external perspective
  - use information and get resources for the own enterprise
  - exchange helpful experiences in running an enterprise
  - learn from the point of view over the branches
- 
- the Business Success Teams will act as a supporting board in each other's companies; this will be a unique advantage for the small entrepreneur
  - Members in Success Teams achieve their aims faster and improve their self-discipline and management thanks to the regular meetings and the motivational impact of the group dynamics

## Purpose and meaning of Business Success Teams from Ulrike Bergmann:

- faster achievements of ambitions
  - discipline, regularly meetings, motivation by group dynamics
- Communicative interchange with others
  - lone fighter, social event, interchange
- interacted challenge
  - structure, pressure through the membership of a group
- social support
  - common strategy to achieve something
- celebrate achievements together
  - surrounded by like-minded people

# The idea of Business Success Teams comes from the USA

- **Barbara Sher**

inventor of the business-success-teams

works as career advisor and author

her book: „I could do anything if I only knew what it was“  
was on the bestseller list of the New York Times

- **Ulrike Bergmann**

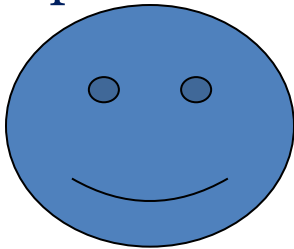
she brought the idea to Germany in the 90's

works as coach

had published a book and newsletters on the subject of b-s-teams

## Advantages of Business SuccessTeams

- consequent work on your own purposes
- give advice and feedback to each other at the same time
- learning through the different and individual approaches
- advance the self-discipline
- socialize
- meet new people
- possible exchange with people from other branches



**>> win-win - situation for all participants**

## There are various requirements for the cooperation in a Business Success Team

1. readiness to work in a Team
2. Like-minded people, that means people in a similar situation e.g. founders and entrepreneurs
3. each member follows concrete aims and is supported in achieving them
4. every participant can rely on assistance from the others
5. specific collaboration guidelines ensure an efficient approach

>>> the survival and success of the team is dependent on the commitment of the individual members

# Engagement

- the members need:
  - ❖ time, energy, stamina
  - ❖ trust in each other
  - ❖ a positive attitude
  - ❖ discretion
  - ❖ Honesty in sharing experiences - related to successes as well problems and failures
  - ❖ appreciation for each other
  - ❖ respectful intercourse
  - ❖ constructive criticism

# How does the Business Success Team work?

- clearly structured „round of talks“ are held
- participants take turns to chair the meeting
- a journal is kept
- structure of the meeting: three stages: getting started, support and aims
- duration of a meeting 2-3 hours

>>> and the discussion within the group leads to the establishment of a **Business Success Team**

# Round 1: Getting started

<< Every participant reports on the progress of her work since the last meeting

- a. a short report of the results
  - b. a short summary of the present situation
- What happened since the previous meeting?
  - What have I done?
  - What did I achieved?
  - At which issues am I successful?
  - Method: talking time limited on **5 minutes** for each participant
  - Aim of the first round:
    - access
    - schedule the topics of the meeting
    - self-assessment

## This first round...

- ...acts as approach and warm-up
- i...helps thereby to focus on the conference and the other participants
- ...takes you to the newest point of information, because in most cases there is no contact between the participants beside the meetings
- ...helps to recognize what was reached and how it was reached
- ...is a assential base for the second round

## Round 2: Support

- << the goal of this round is to evaluate difficult issues and situations together and to find solutions for them
- a. the participants give each other advice on how to solve current problems
  - b. they discuss how they can support each other
- the method provides a number of questions to guide the discussion
    1. Where have I not achieved progress?
    2. Which aspects have I developed further?
    3. Where are the explanations for point 1 and 2?
    4. What ideas and solutions can I contribute to help the other participants?
    5. How should I proceed in the future?
    6. Which more effective practices can I use?

# Support

- How this time could be usefull for all participants?
- The guideline is: everybody has to express hers issues where she needs support
- „Today I would like to....“ or „I would like to ask for your support ...!“
- There must rule the feeling of equality between all members of the group
- Necessities have to be expresses clearly

## 3.Round: Aims

- >> In this round each participant defines her aims for the next meeting (4 weeks)
- the aims are recorded in the journal
  - so can be checked that the participants work in a goal-orientated manner
  - Every participant has about 5 minutes to state her aims, particularly what will be achieved until the next meeting

# Assign „homework“:

- steps till the next meeting
- the targets receive more power through the recording on a journal
- the aims become more understand- and checkable
- Spot what are (new) aims
- positive formulation of them: I can... I finalised...
- date of aim achievement
- aim attainment

Coming together is a beginning,  
staying together is progress,  
and working together is Success!

Henry Ford

Thank you for your attention!

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