

Build a Great Team and Success Will Follow Claims Live Innovations

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London-based sales and marketing firm [Live Innovations](#), accredit their business success to their force of elite representatives. Live Innovations urge other companies to follow their lead to building an awesome team.

About Live Innovations: <http://liveinnovations.co.uk/company-info-2/>

Most entrepreneurs are familiar with the famous quote “teamwork makes the dream work”. Live Innovations are confident there is substance behind the quote and urges fellow entrepreneurs to take the time to encourage teamwork in their organisations. Being specialists in direct marketing the firm understands the importance of developing a diverse workforce. For some leaders, creating a harmonious workplace can become a challenge so the firm offers their tips on how to develop an efficient team:

- 1. Hire great people** – Choosing a team can be a minefield. Businesses should choose wisely, looking for those who will bring creativity and passion for development to the table. As a leader, it is good practice to understand personal weaknesses and source individuals who compliment these.
- 2. Trust the team** – Avoiding micromanagement frees up a leader’s time and boosts morale. Leaders should check in periodically to ensure support is offered when required.
- 3. Nurture talent** – Take inspiration from the Google 20 rule. The business giant offers workers to work on anything they feel will benefit the company long-term 20 percent of the time. Businesses should encourage entrepreneurial minds and address personal development goals where possible.
- 4. Value all ideas** – Take the time to encourage brainstorming meetings, new clients and new campaigns, and allow for fresh, innovative ideas to be brought to the table. Never blast an idea, encourage everyone to participate.
- 5. Lead by example** – Workers follow the lead in setting their standard of work ethic and productivity. So business leaders should demonstrate the impossible to make goal achieving possible.
- 6. Teambuilding exercises** – By making teams more relaxed and comfortable around each other improves inter-company communications. Individual strengths take the spotlight and encourages stronger connections throughout departments, creating a solid working unit.
- 7. Create a diverse team** – Strong teams aren’t made up of clones, they need to compliment weaknesses to be able to confidently tackle business obstacles.
- 8. Trust the CV** – Address any errors and expect them to be part of their daily activity. Errors on a CV are easily avoided and shouldn’t appear regardless of excuses. Use this tool to garner an insight into an individual’s attention to detail.
- 9. Show appreciation** – To boost morale and productivity, it is a leader’s responsibility to address and deliver credit, where it is due. Take the opportunity to celebrate successes that contribute to team success.

Live Innovations is an [outsourced sales and marketing firm](#) specialising in customer acquisition through in-person promotions. The firm works on behalf of their clients’ brands to create unique campaigns, which allow them to connect with consumers directly. These tailor-made campaigns are used to showcase their clients’ products or services and capture positive leads. By connecting in this personalised way, Live Innovations is able to establish long-lasting and personal business relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

For more information Follow [@LiveInnovations](#) on Twitter and Like them on [Facebook](#).

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