

# 9 Reasons Why Team Building Is Essential for Your Business

As the adage goes, teamwork makes the dream work. But who's dream matters the most? Yours? Your employees? The customers?

The answer might not be what you expect.

The truth is **everyone's dream matters**. You and your company must form a cohesive unit where everyone feels empowered to do their part to work towards a common goal.

This is why team building is so important. Implementing team building strategies will eliminate any chance of needless friction between employees if done right and with a good conscience.

Read on to discover 9 reasons why team building is essential to the vitality of your business.

## 1. Team Building Fosters Trust

Employees care deeply about having autonomy, and if you micromanage them, they'll quickly realize you don't trust them to get the work done properly.

Watching over your employees like a hawk doesn't just hurt them. It hurts you too. Productivity in the workplace will suffer and your business will either stagnate or fail.

Creating a culture of autonomy is as simple as giving employees the space to be self-starters and problem solvers. Let them breathe.

This is why it's important to implement team building strategies from the start. Many team building activities can help create a sense of community between employees and their colleagues.

Having a strong sense of comradery and transparency in the workplace makes it easier to figure out each individual's strengths and weaknesses without hurting them in the process.

## 2. Team Building Yields Good Communication

Oftentimes, team building involves splitting people into groups. Consider designating team leaders to specific subsets of your business.

Team leaders are essential because they serve as a command of control.

If each team leader has a clear idea of what you expect from them, then they can provide their team with a clear set of goals, procedures, and expectations.

Just make sure that your expectations are:

- Concise
- Realistic
- Consistent
- Fair
- Centered around diversity
- Respectful
- Timely
- Etc.

The apple never falls too far from the tree. If your employees are rising against the unfair expectations of their higher-ups/team leads, make sure it's not your rules they're protesting against.

If it is, it's time to partake in another team building activity called, "Listening to the needs and wants of the people who make your business possible, your employees."

### **3. Team Building Is Great for Productivity**

if everyone feels like the only person they can count on to get work done is themselves, you'll have a scattered and unproductive floor of employees.

If your employees feel like they have teammates to count on when the going gets tough, [productivity will rise](#).

Work should be shared between teammates. Individuals who are more knowledgeable in one area can help others to be more competent in that area.

When everyone is learning new skills and competencies, workloads can be distributed more fairly. This creates a culture of efficiency and growth.

More work is completed in a fraction of the time and individuals feel empowered to challenge themselves.

### **4. Team Building Fosters Creativity and Learning**

Oddly enough, when individuals are empowered to learn from the skillsets of others, it doesn't just increase productivity. It increases company morale.

But the benefits go even further than that. When your company encourages its employees to learn different skill sets, it [lends room for innovation](#) and keeps things fresh.

This opens the door for potential ingenuity. That one idea that came from that ONE employee who felt empowered could change the course of your business in ways that wouldn't be possible without team building.

## 5. Team Building Encourages Healthy Competition

When you foster a team-oriented culture that is transparent and forward-thinking, you might be surprised to see just how competitive your employees get.

But don't be fooled. It's not as if they hate each other's guts. Rather, employees with a strong sense of team spirit typically love to [compete with one another](#) in a friendly and fun way.

Implementing competitive team building games can help further incentivize individuals to bring out their competitive side.

Some fun team-building games include:

- Minefield
- Egg drop
- Dog, rice, chicken
- Talking in circles
- Escape room
- Two sides of a coin
- And more

The list of possible competitive games is endless. The trick is to learn as much as you can about what your employees' value and who they are.

Consider asking them questions or holding polls so that your employees can decide which game they'd prefer to play the most.

## 6. Team Building Fosters Diversity

As we move forward into 2021, workplaces are becoming more forward-thinking. To build a successful business, these particular forms of diversity must be respected and understood:

- Gender diversity
- Racial diversity
- Cultural/religious diversity
- Age diversity
- Equal opportunity employment

When building teams, all employees must be made aware of how important it is to be accepting of one another and our differences.

But when team building is done right, members don't merely accept others and their differences.

They embrace them!

## **7. Team Building Creates Inclusivity**

People are more empathetic and forgiving to others with whom they feel they have things in common.

When you create a team-oriented culture, employees will naturally see one another as friends who are deserving of respect and kindness.

It's one thing to have a diverse company. But if employees reserve themselves to cliques, this indicates they aren't comfortable or accepting of each other's differences.

Proper team building prevents this from happening from the start by challenging one another to see things from different perspectives.

Many team building exercises incentivize members not to be too picky about who they collaborate with to achieve a common goal.

## **8. Team Building Resolves Conflicts**

The goal of team building isn't to eliminate conflict. In fact, conflict is a necessary component of innovation.

The trick is to foster a culture that understands disagreements will happen. Team building exercises help employees to better resolve conflicts so that productivity and efficiency in the workplace are maintained.

When you have a diverse team, there is bound to be conflict. All healthy conflicts between a diverse group of people can lead to new and interesting ideas that might have otherwise been dismissed.

## **9. Team Building Can Foster Happiness**

The wonderful thing about creating a sense of comradery between employees is the sense of fulfillment and belonging that comes with it.

They say that smiles are contagious. When everyone in your business is smiling, always looking up, and they have a pep in their step, you know you're doing things right.

A happy team means low turnover rates, higher company reviews, and increased productivity.

## **Did You Find This Information Useful?**

We're hoping it did! Team building is a vital part of growing your business, but there are many more tips and tricks to learn.

If you're a small business owner and you'd like to learn more about how to make your business succeed, be sure to check out more articles like this one on [our blog page](#).