

Define Your Ideal Team:

From Roles and Functions to Your Dream Team



Stephie Althouse, Ph.D.

CEO, Top-Notch CEO™

Home of Visiting CEO™ & Top-Notch CEO Academy™



Strengthen Your Company's Foundation for Rapid and Sustainable Growth

- ❑ Introduction to ideal company structure design process
- ❑ Design of ideal company structure
- ❑ Exercise
 - Which contributions do you want to make?
 - Are additional resources needed for some of the functions?



Converting Talent Into Wealth: It Starts With You and Your Team



How do we best collaborate (instead of compete)?



Optimize Your Company Structure

Find Ideal Company structure

Assign Functions to Each Seat

Assign Right People To Each Role

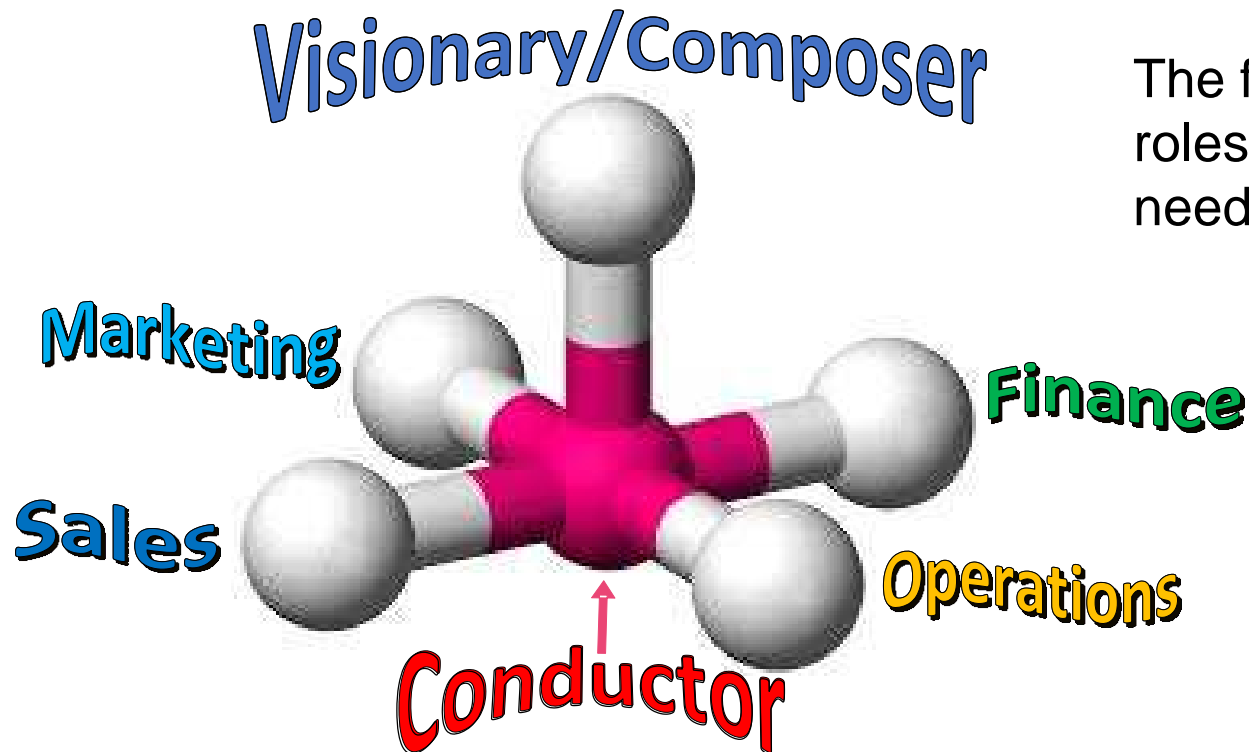
Identify Gaps and Training Needs

Practice Accountability



Example of A Company Structure

- 1) Find ideal structure and associated functions first
- 2) Assign right people to the right seats



The focus is on the roles the company needs rather than titles

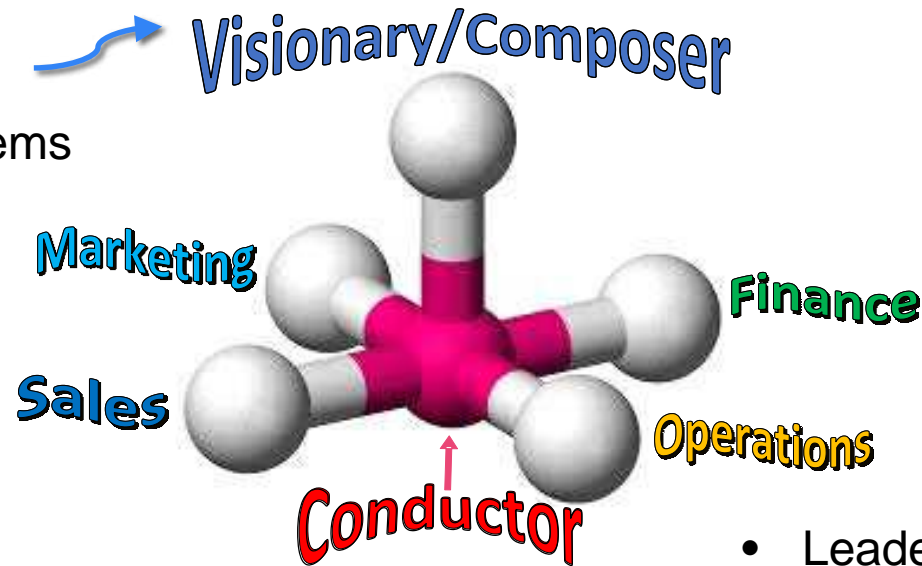


Optimize Company Structure

Examples of functions for the visionary and the conductor

Note: Every company is different!

- Big visions/ ideas
- Big relationships
- Solving big problems
- Culture
- Industry Trends



- Leadership, Management
- Accountable for P&L and business plan
- Overcome obstacles
- Handle legal issues
- Special projects



An Example (continued)

Marketing

- Leadership, Management
- Marketing plan
- Generate leads
- Market research
- Marketing tools
- Branding

Sales

- Leadership, Management
- Set and meet revenue goals
- Selling
- Create reasonable client expectations

Operations

- Leadership, Management
- Client Satisfaction
- Project Deliverables (on time, under/at budget, to spec)
- Resource management
- Operations process

Finance

- Leadership, Management
- Budgeting & Reporting
- AP/AR
- HR
- IT
- Office Management



Exercise: Define Your Ideal Team

Step 1: Create a Blank-Slate



This step is critical:

- ❑ Imagine you and your team have been sent away on a nice, all expenses paid vacation.
- ❑ In your absence, the company (or department/ group) structure is created from a blank-slate perspective, i.e., creation of roles and functions is done WITHOUT thinking about WHO will fill what role or WHO is capable or incapable of what function/s.
- ❑ Luckily, your brain has been transported to the meeting with the invitation to create the company structure from scratch – under the condition that no names of anyone are involved!

Important:

Typically, this process is facilitated by a Top-Notch CEO™ Coach because it can be difficult to remember and fully adhere to this critical aspect. In this exercise, you get at least acquainted with this process – and likely, you will come to important insights.



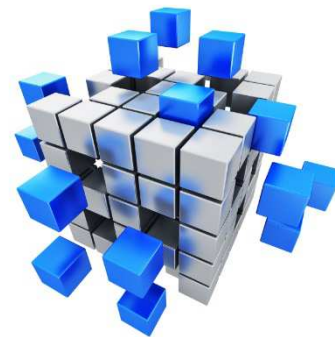
Step 2: Define the Roles

- Which **roles** does your company (or your department/group) need?
- Do you need a visionary?
- Make the structure as simple as possible and only as complex as needed.
- Do NOT think of any person/s as you define these roles.**



Step 3: Define the Functions

- ❑ Which 5-7 functions do you think each of the roles entail?
- ❑ Important: While two or more roles can contribute to a given function, only one can be the overall advocate for that function, i.e., overall responsibility lies with the person on that role.
- ❑ **Do NOT think of any person/s as you define these roles.**



Step 4: Map The Existing Team Into the Ideal Company Structure™ (or Ideal Team Structure)

- ❑ Now imagine you and your team are returning from your vacation. Now you finally discuss WHO could take on what role and which functions. This is typically done with the executive team first.
- ❑ In a larger company/department or group, this process MUST be facilitated to get the desired results (and avoid potential conflict).
- ❑ Honest input is provided by all about whether a given person fits into the role and can and truly wants do function #1, #2, #3, etc.
- ❑ Discover which of the required functions can already be filled well. Any gaps will be noted on a list and will be addressed in the next step.
- ❑ **For solopreneurs/ small teams:**
 - ❖ Which contributions would you like to make to the company?
 - ❖ What can you outsource?
 - ❖ What other resources can you tap into (e.g., joint ventures etc.)?



Step 5: Compare the Ideal Company Structure with the Current Structure

- You may notice some gaps.
- Ask yourself: How can we fill them?
- What kind of training or coaching may help?
- Who do we need to hire?
- What can we outsource and to whom?
- You may not have the resources to immediately get all of what you created as your ideal company /team structure but at least you know now what your ideal looks like!
- Create a plan to get there.



Step 6: Practice Accountability

- ❑ Provide accountability so that the defined functions truly get executed by the person in the respective role.
- ❑ Have a system for accountability.
- ❑ Consider supporting key team members via executive coaching
 - ❖ Strategic execution of their functions
 - ❖ Winning patterns of leadership and accountability
 - ❖ Communication and other areas for peak performance



Congratulations!



Let's Connect

Top-Notch CEO™

Stephie Althouse, Ph.D., CEO

Phone 760-707-9977

Email: Stephie@TopNotchCEO.com



Top-Notch
-CEO-
Academy

TopNotchCEOAcademy.com



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