

# Let's talk: My business rules

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Today's Let's Talk segment asks "how to nurture business growth through team bonding?"

**In the early stages of developing your business, how to grow it is a constant thought and worry – amongst many other things like turning a profit, gaining funding and hiring the right people.**

With business growth, we often reference how financial growth or team growth can build a business as these are both two easy-to-measure drivers. More countable funds, more countable heads in room equals a bigger business, right?

In one sense yes, however the foundations of your business are made up of your existing people, and a business like a building can only really grow from its foundations. Perhaps team bonding is over-looked as a growth tool, however if we consider the impact a passionate team can have versus an apathetic one in advocating your business, it becomes apparent that team bonding does nurture business growth just like funding, hiring and tech does.

So, now we pass over to the experts to learn how you can pull off successful business-growing team bonding.

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**Karen Gately, founder of Corporate Dojo and author of The People Manager's Toolkit**

The strength of a team's spirit undeniably influences the standard of performance they are able to achieve, including in reaching ambitious growth targets. When people are energised and unified in a mission, they are entirely more likely to collaborate, engage in healthy robust debate, devise effective solutions and win in a competitive world. Among the most important influencers of a team's spirit are relationships built on trust and respect, as well as belief in the future. Take steps to ensure trust in both the character and competence of the people you have on the team is strong. Unify people in a mission they can believe in and help them to see what they can collectively achieve if they choose to.