This week’s guest speakers

Creating Star Teams
12th Feb 2013

Chris Barnardo & Richard Blakesley, Co-Founders, The Wand Company
Personal Skill
Self Awareness
Financial expertise
Shared Vision, values & beliefs
Technical expertise
Marketing expertise
Building and Managing Relationships

Suitability
Eligibility

Core competences for entrepreneurial teams

Based on the work of Vyakarnam and Jacobs – Cranfield School of Mgt
Co-Ordinator – Brings people and resources together

Shaper –

Plant

Resource Investigator

Implementor

Monitor Evaluator

Team Worker

Completer Finisher
# Roles – Formal by job description

<table>
<thead>
<tr>
<th>Role</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chief Executive Officer (CEO)</strong></td>
<td>Day-to-day running of the company, formulating policy proposals and implementing the Board’s decisions</td>
</tr>
<tr>
<td><strong>Chief Financial Officer (CFO)</strong></td>
<td>Keeps the books and is usually a qualified accountant, prepares management reports and budgets, advises on fundraising</td>
</tr>
<tr>
<td><strong>Chief Scientific/Technology Officer (CSO/CTO)</strong></td>
<td>Manage the scientific, technical (new developments and technical or scientific strategy) work of the company.</td>
</tr>
<tr>
<td><strong>Vice President, Sales &amp; Marketing</strong></td>
<td>Position and market the product or service. Develop go-to-market strategy and channels. Direct Selling to early customers</td>
</tr>
</tbody>
</table>
Roles – Operational

Who is doing the:

Minutes
Follow up actions
Sales Pipelines
Client appointments
Operational priorities
Web updates, blogging…
Legals
Management accounts
Reconciliations with bank statements
Payments
Book keeping

ETC.,.,.,
Defining the Star Team

- Compelling vision
  Communicated into tasks

- Delivery – Promises
- Social skills

- Breadth and Depth
  Of the team - diversity

- Business know How

Vyakarnam and Handelberg
THE WAND
COMPANY
LTD.

Makers of the World's finest Magical
Instruments since AD 2009

Thoroughly decent inventions facilitating
the EXACT CONTROL of Domestic Equipment at a
distance employing invisible Beams of Light
as created by Messrs. Barnardo, Blakesley
& Company

Understanding your
WAND

A MANUAL of
wise and true instruction
FOR THE ANCIENT
& DEVILISH ART
of Skilled Coercion of
the Magical wand

Reprint
in Hugo Grotius, MDCCXLIV.
“Doing things with the absolute smallest team increases the chance that you’re not going to screw up.”

Abe Kareem, 2012
Watch:

The Wand Company in the Den

http://www.youtube.com/watch?v=WzKghHo9zk
We met and learned about teams at Cambridge Consultants
We used our product creation skills and friendships to start Pelikon to commercialise one of our inventions
Pelikon

6 people funded by CCL
30 people after £4M VC funding
+£10M > 85 people
split across 2 sites 200 miles apart

research, design, development, manufacturing and sales
Depending on your business idea, do you really need a team to get started?
bold
sturdy
humane
farseeing

Hippocrates, c370BC
intuition

feeling or sensation

thinking

Carl Jung, 1921
thinking or sensation

intuition or feeling

Carl Jung, 1921
coordinator
shaper
plant
monitor evaluator
implementer
resource investigator
team worker
completer-finisher
(specialist)

Meredith Belbin, 1981
finance
research
design
development
marketing
manufacturing
sales
warehousing
shipping
customer service
Top tips for building a star team, seek:

- honesty
- high quality thinkers
- problem solvers
- empathy
- hard workers
- complementary personality types

but... only when you really need to
Our team has grown to 3.5

Richard
Chris
Andrew
Dawn (half time)
<table>
<thead>
<tr>
<th>Role</th>
<th>Chris</th>
<th>Richard</th>
<th>Andrew</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shaper</td>
<td>27</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Co-ordinator</td>
<td>5</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Plant</td>
<td>26</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Resource Investigator</td>
<td>0</td>
<td>17</td>
<td>5</td>
</tr>
<tr>
<td>Monitor-Evaluator</td>
<td>0</td>
<td>15</td>
<td>3</td>
</tr>
<tr>
<td>Implementer</td>
<td>6</td>
<td>5</td>
<td>20</td>
</tr>
<tr>
<td>Teamworker</td>
<td>4</td>
<td>11</td>
<td>10</td>
</tr>
<tr>
<td>Completer-Finisher</td>
<td>2</td>
<td>0</td>
<td>12</td>
</tr>
</tbody>
</table>

Belbin test results
Presented by
Chris Barnardo &
Richard Blakesley

The Wand Company Ltd