

This week's guest speakers

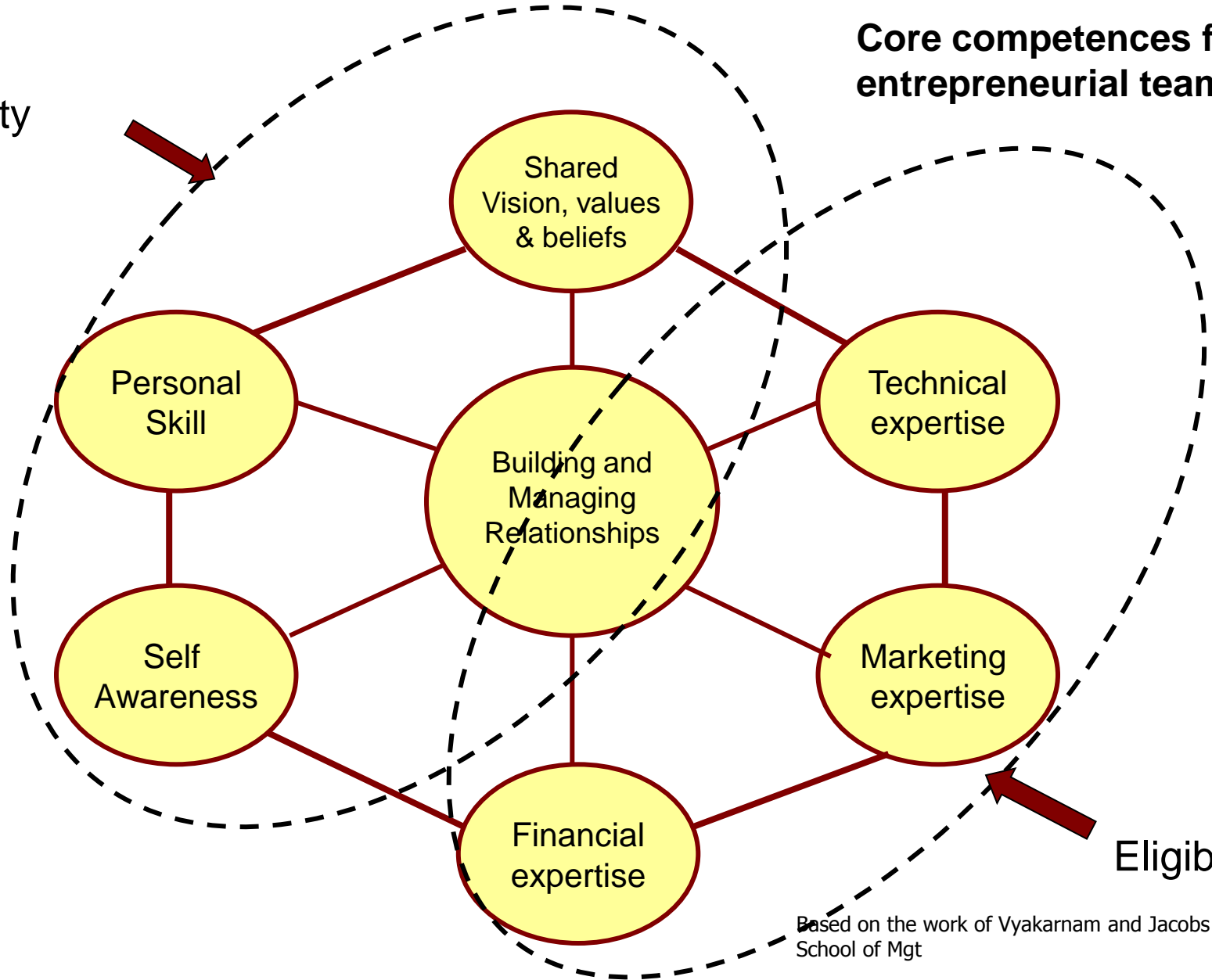
Creating Star Teams 12th Feb 2013



Chris Barnardo & Richard Blakesley, Co-Founders, The Wand Company

Core competences for entrepreneurial teams

Suitability



Eligibility

Based on the work of Vyakarnam and Jacobs – Cranfield School of Mgt

Team Roles - Belbin

Co-Ordinator – Brings people and resources together

Shaper –

Plant

Resource Investigator

Implementor

Monitor Evaluator

Team Worker

Completer Finisher

Roles – Formal by job description

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

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

*Lid van het Koninklijk Genootschap en van de Maatschappij
van der Oudheid; Onderzoekers te Londen.
Veeleer met koperen Platen.
Niet den Toechten. Druk uit het Engelsk vertaald.*

A MANUAL OF
wise and true instruction
FOR THE ANCIENT
& DEVILISH ART
OF SKILLED COERCION OF
THE MAGICAL WAND

*Boekverkooper voor aan in de Kalverstraat,
in Hege 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=-WzKghHe9zk>



BBC



**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

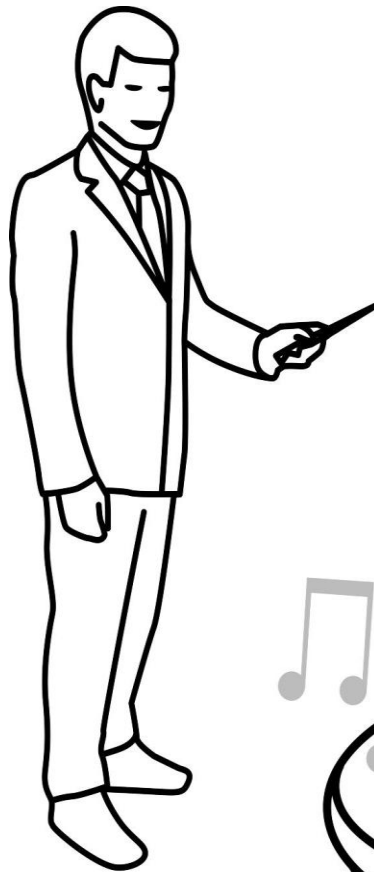




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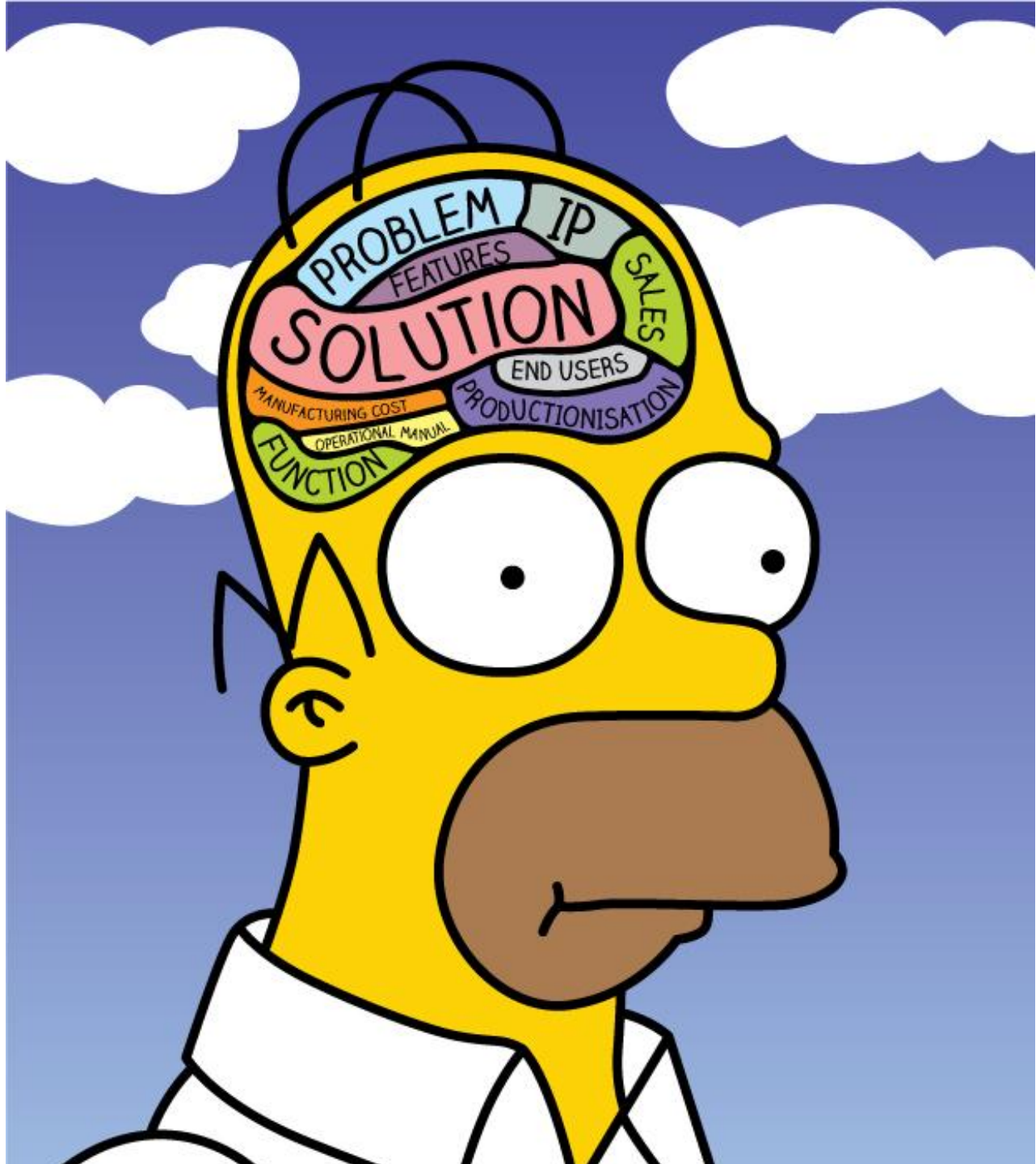
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**Depending on your business idea,
do you really need a team to get
started?**







bold
sturdy
humane
farseeing

Hippocrates, c370BC

thinking

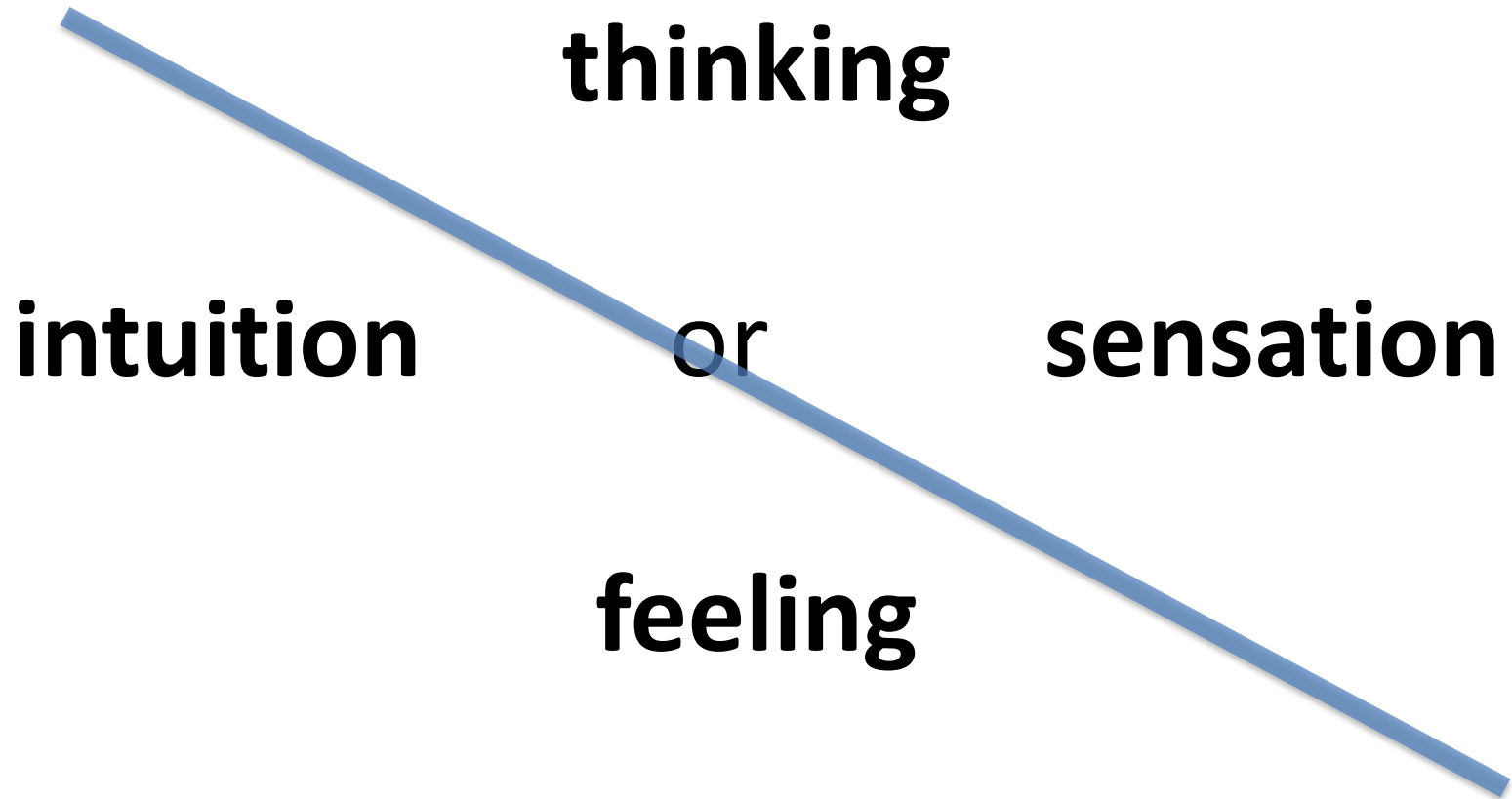
intuition

or

sensation

feeling

Carl Jung, 1921



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

finance
research

design
development
marketing

sales

customer service

finance
research

marketing
manufacturing

warehousing
shipping

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

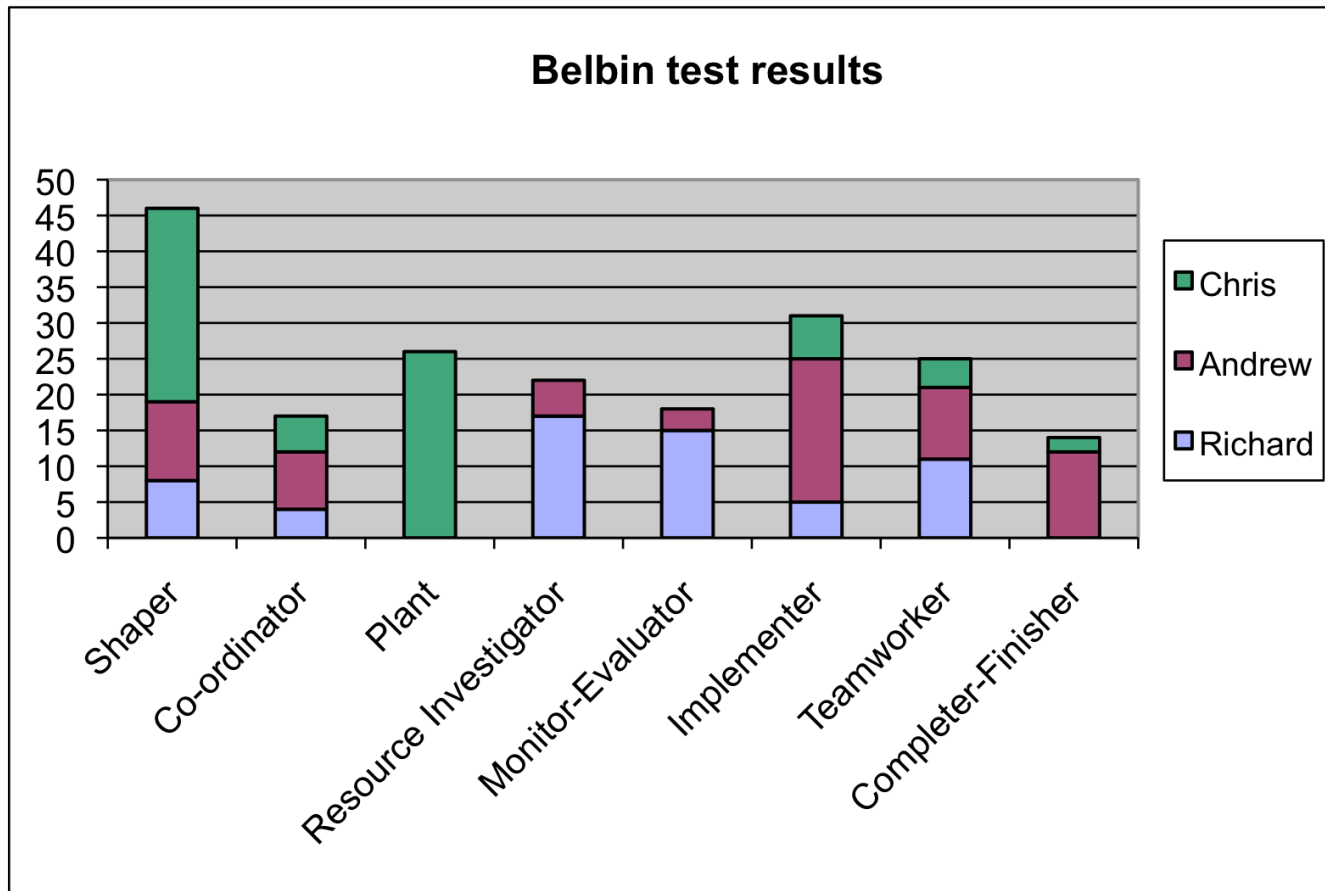
Richard

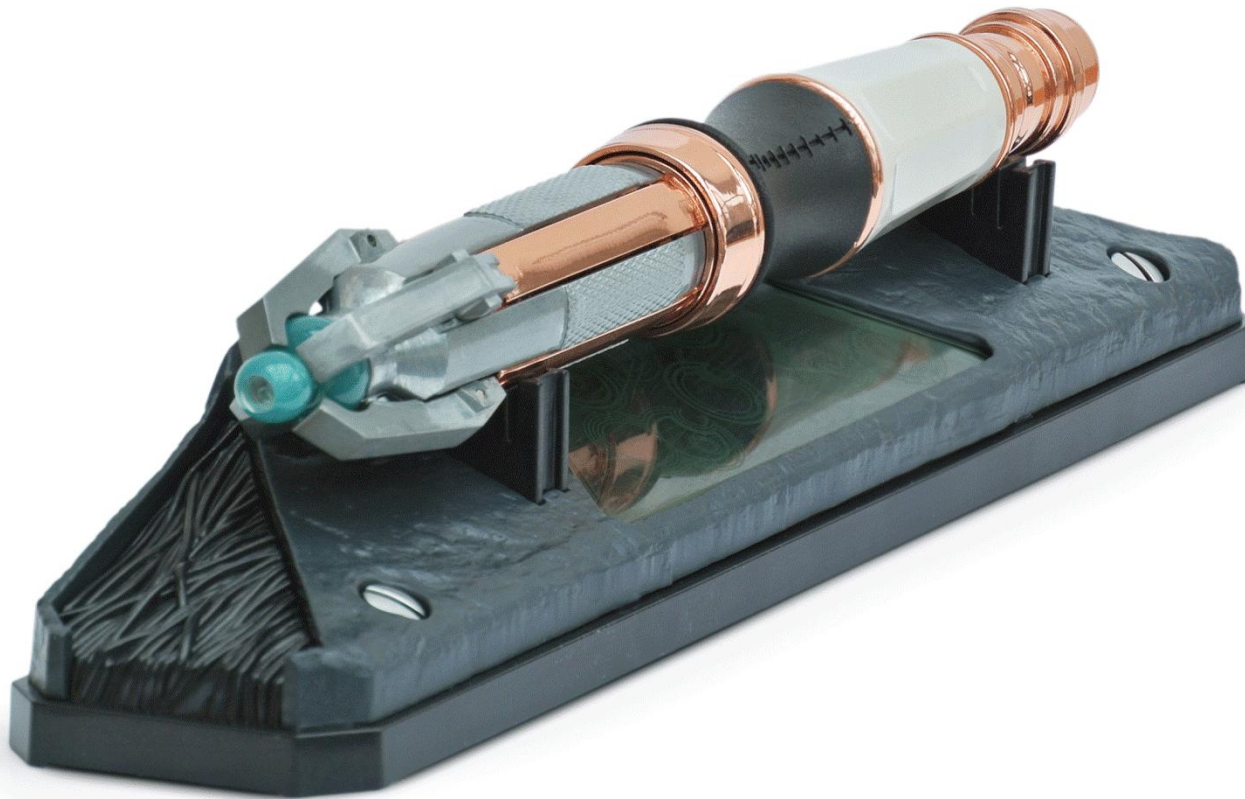
Chris

Andrew

Dawn (half time)

	Chris	Richard	Andrew
Shaper	27	8	11
Co-ordinator	5	4	8
Plant	26	0	0
Resource Investigator	0	17	5
Monitor-Evaluator	0	15	3
Implementer	6	5	20
Teamworker	4	11	10
Completer-Finisher	2	0	12





The Wand Company Ltd

Presented by
Chris Barnardo &
Richard Blakesley