

# Building an Internal Team or Coalition

## Five Steps To Team Development

Successful projects are seldom the result of only one department's hard work and genius. Stations that foster team work create a climate that cultivates problem solvers and opportunity seekers, inspires excellence by demanding the best from everyone, and has the ability to create change.

If your project is going to make a difference in your community, you need to involve everyone. Draw on the community relationships each team at your station has established. Development has contact with major donors, funders and local businesses. Outreach and community liaison staff have partnerships with local organization, schools and community leaders. Promotions and member services understand your viewers and market. The web and technology team know how to reach your community with new media platforms.

Sounds like an ideal situation, right? Well, it's also a distinct possibility if planned right.

- It starts with getting all the players together early so they understand and embrace your vision and are excited to help you make it happen. Make sure everyone understands how the project supports the station mission.
- Keep the channels of communication wide open.
- Encourage feedback and ideas for all project elements. Programming and production are particularly crucial in this process. You need programming to make sure related programs are strategically placed in your broadcast schedule. You need production to help create local companion programs, documentaries, call-in shows, panel discussions, fillers, etc.
- Hold regular meetings for updates, to make sure everyone is on track and tasks are being completed, and to make adjustments if necessary.
- Schedule a post mortem to share outcomes with everyone and identify what worked and didn't. Give everyone credit. It's the best way to nurture team players and inspire them to excel.

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