Overview:
Team Building is a mixing of the sciences and the arts. It requires creative vision and systematic planning. It corporates knowledge of skillsets, talents, marketing and excitement. It is a calculated step-by-step process that integrates all of the systems at various points. In this case, the project manager (PM) utilized these concepts with four different groups: the team leaders, the vendors, the volunteers and the participants. Each cluster was courted to become an integral part of the team. This team building concept utilized the SMART concept. It was specific, measurable, attainable, relevant and time-bound. Thus, resulting in a successful outcome, a Market event and a more bonded team.

Purpose:
The PM must be able to clearly define the purpose and vision with potential team members. In this case, it was to: provide health education; provide new healthy living experiences; provide opportunities for collective interaction; share skills not related to the job, e.g. garden, craft, and culinary skills; learn about other cultures through diversity-in-action; provide an opportunity to engage in charitable giving.

Method:
* Prepared logistics manual
* Pitched idea to management
* Recruited volunteers for planning committee
* Met with planning committee to review plan
* Identified committee members assignments, roles and responsibilities
* Discussed the financial process
* Provided timeline for actions to take place
* Solicited vendors through advertisement – announcements, bulletins, etc.
* Met with vendors – describe the process
* Selected vendors – created data base
* Solicited food vendors
* Planned conference/break room design
* Recruited volunteers and planned meeting
* Hand delivered flyers to potential participants in all sub-divisions and units serviced
* Prepared Thank You letters for volunteers, vendors, and participants
* Prepared Go-Live date and final preparations
* Planned evaluation meeting and volunteer luncheon, invited charity rep to attend

Result:
Many months of “complex preparation and simplistic execution” for a round-the-clock market event, created a successful team: five planning committee members were recruited to serve as assistants; 16 vendors (some had more than one table) either grew, made or donated their wares; over 20 volunteers were recruited to staff the market. Plus, generosity from 7 in-kind donations from employees and 1 corporate sponsor culminated in a Market event where at least 100 people dropped in for the cause. This resulted in a total of $500 of funds raised for charity, genuine fun with colleagues and awe inspiring reactions to the skills and talents showcased by co-workers.

Conclusion:
Team building is like a creative art form that utilizes scientific processes of project management and the fine arts of marketing and development. When the goal is clearly visualized, it can then be actualized by all of the parties participating. It requires careful preparation, plugging the “what if” holes and getting people to buy-in to the project. Once the PM gets the recruits excited about the project, then the team can gather steam – just like the gears of a clock – every person’s role is equally important to the successful outcome no matter how big or little the gear.

References:
1. Building teams, building trust: Whissemore, Tabitha, Community College Journal; Apr/May 2016; 86, 5; ProQuest Central pg. 14
3. SMART goals: Success Factors

Acknowledgements:
Healthy to the Core Team Photos by RJ and Alona Malacas
Lydia Nelson, Core Lab Manager Christine Hostetter, poster sponsor