

Orchard.

CIM
The Chartered
Institute of Marketing



Matt Crole Rees
Motoring General Manager | RVU
The Team, The Team, The Team!

QR Code for
Questions for Panel
Discussion:



QR Code for event
feedback:





The Team, The Team, The Team!

Matt Crole-Rees

RVU General Manager (Motoring)

Confused.com

Uswitch

tempcover

money

Mojo

Bit about me...





What makes me proud?



Building & Leading Teams

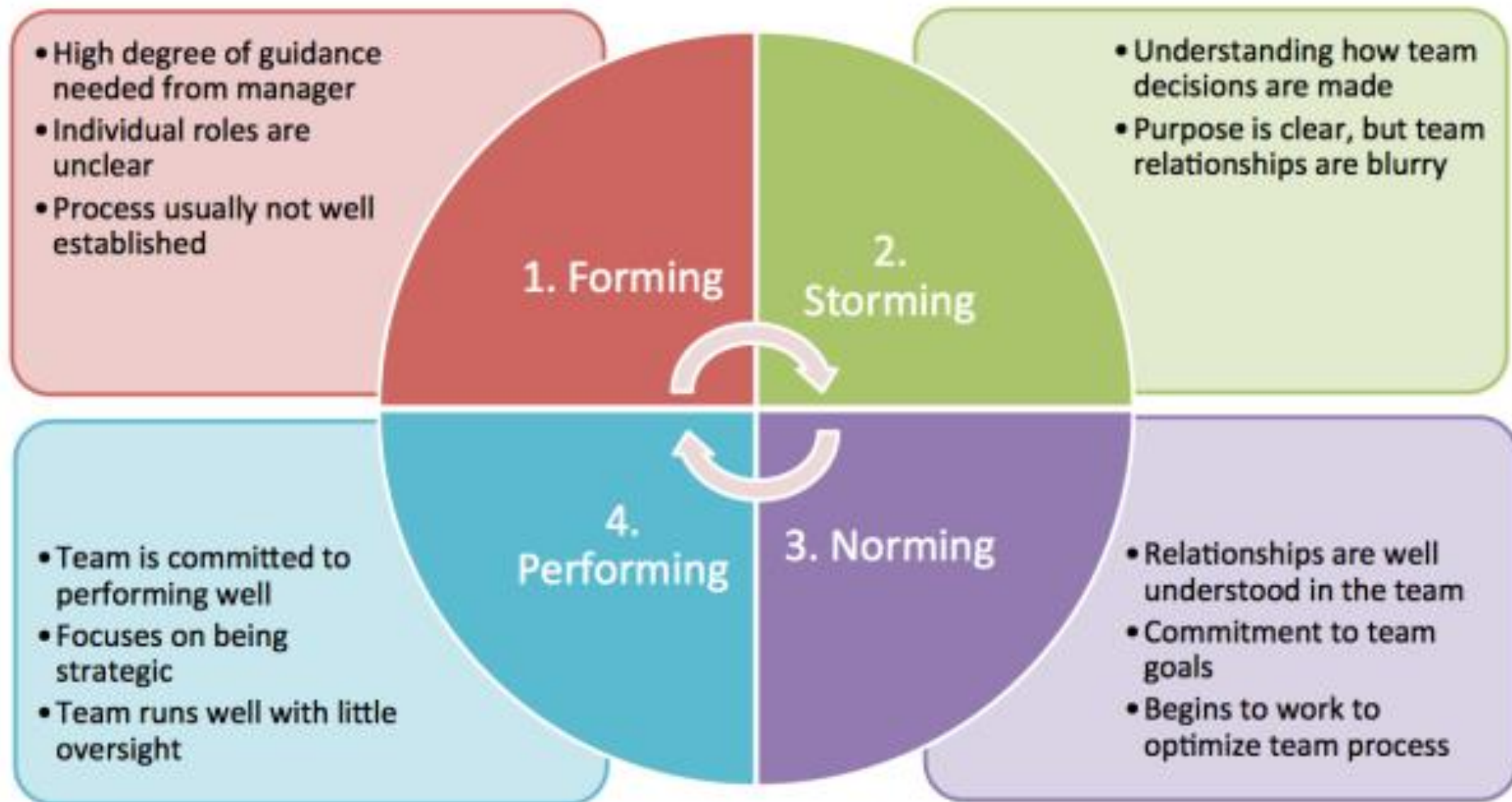
Recruitment - Get the wrong person at your peril!



Give them clarity - Clarify purpose, roles & goals

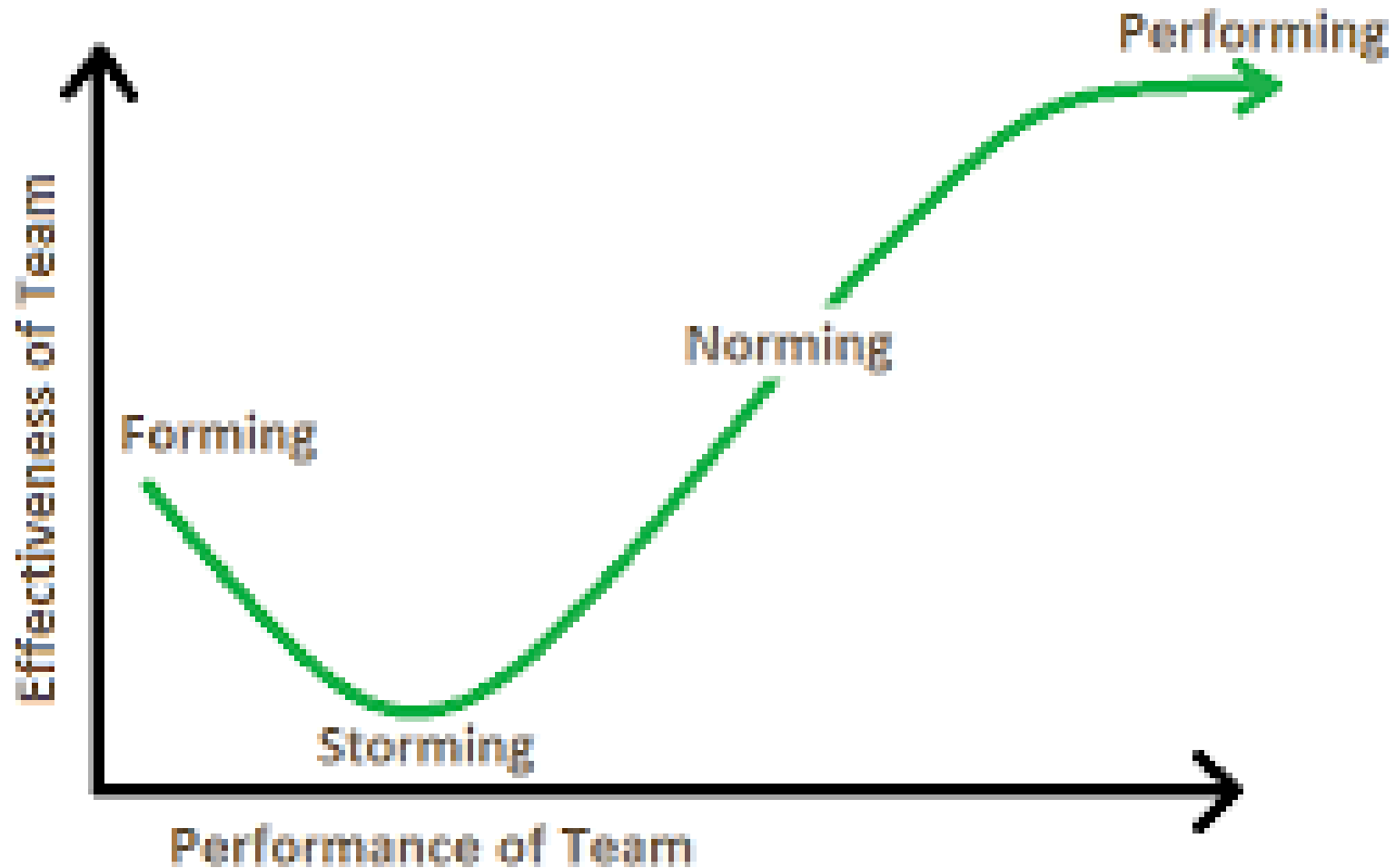


Key development stages: Forming → Storming → Norming → Performing



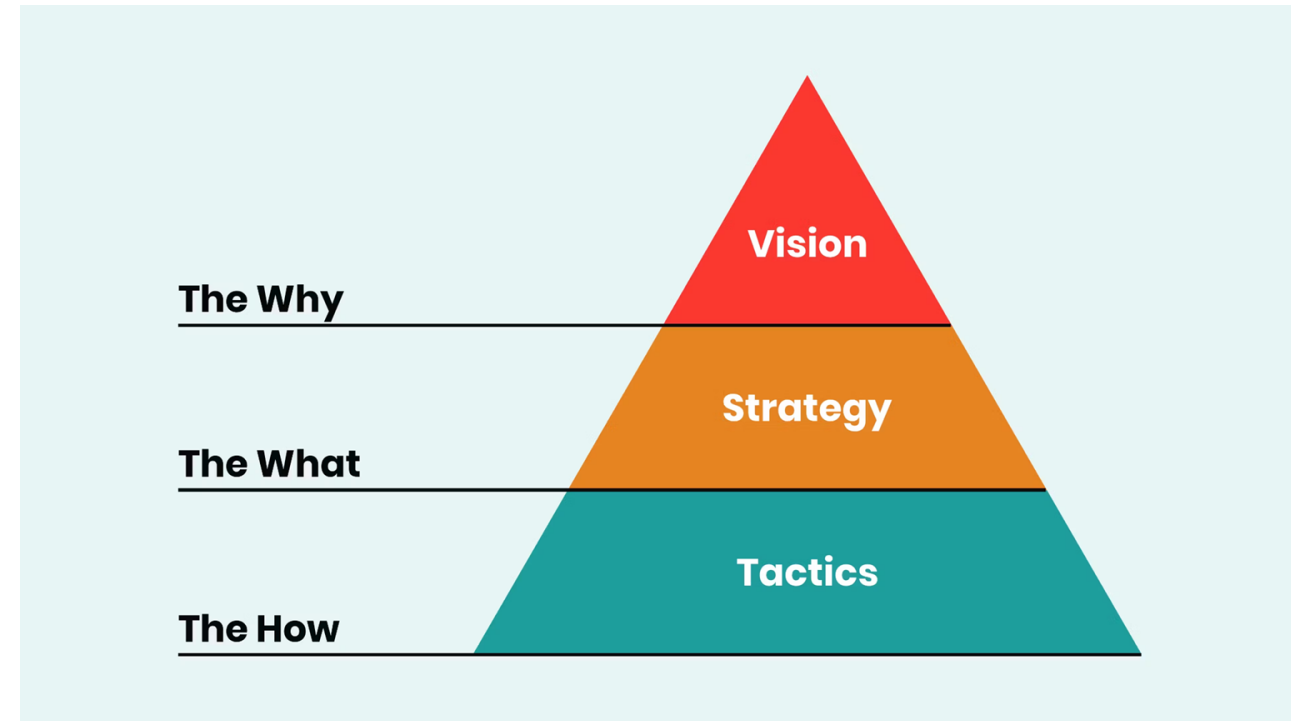
Key development stages: Forming → Storming → Norming → Performing

Tuckman's Team & Group Development Model



Stepping up or taking over

Stepping Up or Taking Over



- Listen first - gain insights & trust
- Set a clear vision and redefine

rvv expectations

Biggest Mistakes



- Evaluate team morale and strengths
- Avoid common pitfall: rushing big

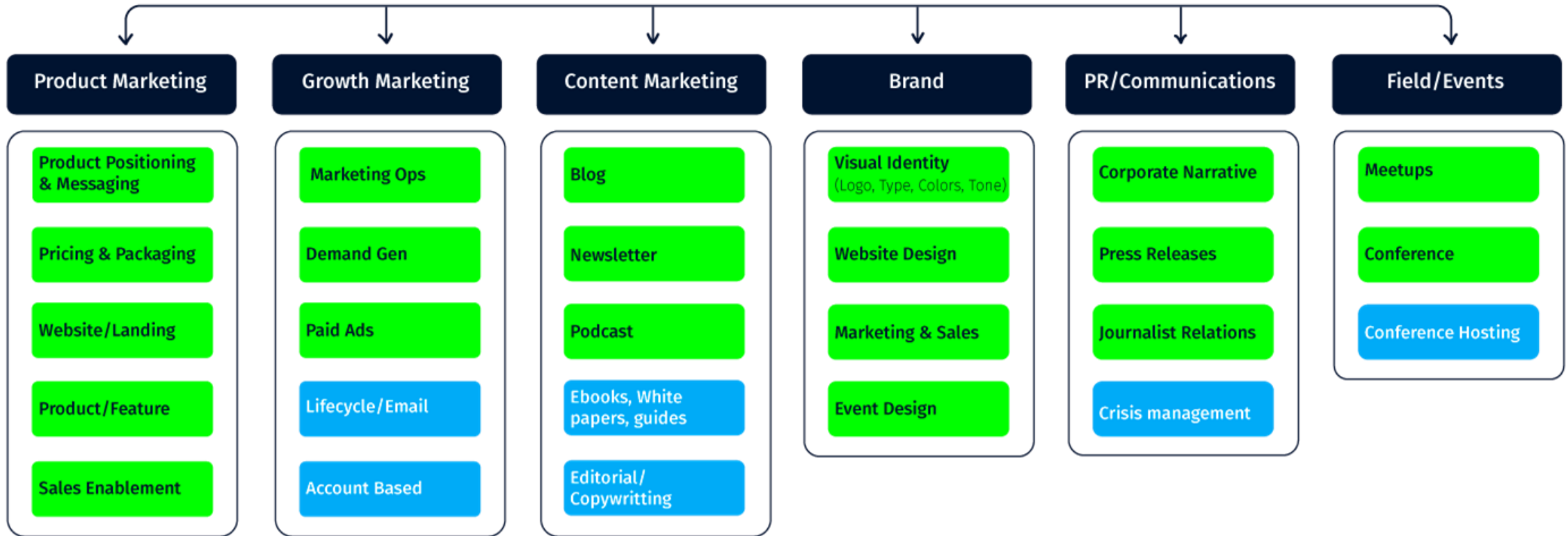
Tools at your disposal



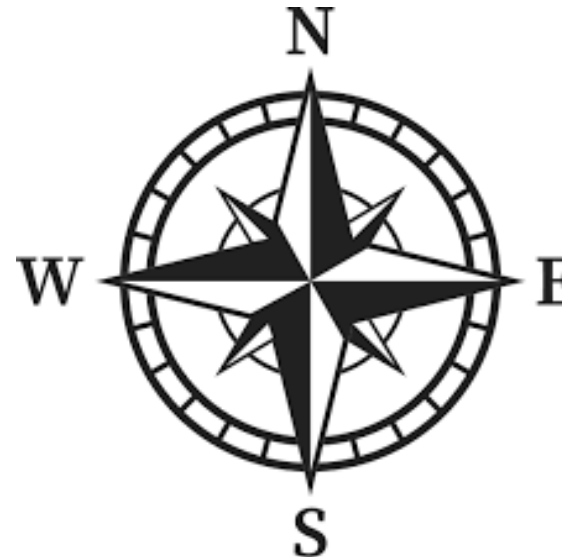
Growing your team

Moving from manager to leader

Marketing team



Moving from manager to leader



Lessons to live by

Lessons to live by...



- 1. Communication, communication, communication!**
- 2. Attitude over aptitude**
- 3. Act on feedback straightaway**
- 4. Leave your ego at the door**
- 5. Hire people smarter than you**
- 6. Celebrate success**

Have fun along the way...



Questions...

