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LINKS YOU CAN USE NOW



This Month –Team Building

In charge of a team that needs a little help bonding? Here are some team-building resources to help. Click these quick links, and you'll all be communicating smoothly in no time.

Does your office work remotely? Use just one of these 57 virtual team-building ideas from SnackNation, and you'll have your team working like a well-oiled machine:

<https://tinyurl.com/links11211>

Need some help finding an exercise everyone will say yes to? This link might have the answers for you with 32 games the whole team will love:

<https://tinyurl.com/links11212>

Oftentimes it's all down to communication. Use this article from Workzone to find some new techniques to improve understanding through your team:

<https://tinyurl.com/links11213>

One of the best ways to boost morale is to organize an outing. Take some ideas from HubSpot's blog:

<https://tinyurl.com/links11214>

Sometimes you just need some tips from the top. Here are five ways to bond with your team:

<https://tinyurl.com/links11215>

Anchor Clients: What They Are and How to Land Them

Chances are if you own or run a business, you'll have heard the phrase: anchor client. You probably also know why you should have them, why they're important for your business, but not necessarily how to get some of your own.

Before we drop some tips about how to land, keep and conquer anchor clients, let's define them. To be clear, anchor clients are not the same as recurring clients. Clients who subscribe to your services or are members of websites like Patreon and Kofi are recurring clients, the slightly smaller fish in the business pond. Anchor clients sign on for multiple big projects over an extended time period. If you offer PR services, for example, they may come to you for each major campaign.

Why are they important to have?

They help you look for other clients that benefit your business. When you can be sure of a large income coming from one client, you can selectively fish for more projects without becoming too hungry.

Anchor clients also allow you to build a niche and rapport. The more you work with one client, the better you know them and the better you'll both work.

So you've found an anchor client. How do you keep them?

The simple answer? Overdeliver. And not just once. Every single time. Let them know that you've got their best interests at heart and you care about the work you're giving them. If they feel valued, they'll want to keep working with you and perhaps even introduce you to more clients.



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Certified Public Accountants and Consultants

Quotes on ... Originality

Originality implies being bold enough to go beyond accepted norms.

Anthony Storr

Originality is independence, not rebellion; it is sincerity, not antagonism.

George Henry Lewes

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Why Team Building Is Essential for Your Business

As soon as you say the words "team building," you shouldn't be surprised if you hear a few stifled groans coming from around the office.

Unfortunately, thanks to careless bosses and big companies that have no intention of learning from their employees, a team-building workshop sounds synonymous with a boring seminar, a trust fall and slightly warm sandwiches. Because of this, many companies have decided to forgo team building altogether.

This is a mistake. Team building can make communication better, increase trust (and therefore collaboration) between workers and also ease conflict. And it doesn't have to be like a cringey scene from *The Office*!

Leave the trust falls behind you.

Trust exercises seem to be the go-to for businesses that think they need a little help gelling their team, but it's not usually a lack of trust that creates the tension. Most of the time, your workers will have trouble connecting because they don't really know each other. Instead of a big day out where only some seem engaged, try initiating a small social once a month where each of the team members' interests gets explored. Perhaps start a suggestion box for new things to try. Has someone always wanted to try salsa? Rock climbing? Beach volleyball? Try them as a team.

Move outside the office

Seeing your team outside of harsh overhead lighting can work wonders. Friday-night at a patio can work for a lot of companies, when there is inclusions for all kinds of tastes and preferences. Think beyond a pitcher for the table, maybe some mocktails, too! Get people talking about something other than deadlines, and their communication will flow better during the 9-5.

Show them you care

Is it a holiday? A birthday? A company milestone? Splash out a little bit of cash and show your employees what they mean to you. If you're wondering if your business can afford to "splurge" on your employees, think of it more as an investment. Team building doesn't end with management: it ends with the entire brand. If your employees feel cared for, they'll care for the business. At the end of the day, your brand is another member of the team.

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Worth Quoting ...

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This Month's Quick Quiz Question

For an answer, email me at info@g3cpa.com or call 856-727-0100.

What is the name of Batman's pet dog?