3. Who Is the Team?

Now that you’ve defined your business and how it works, it’s time to think about who will help you make your business a success. A strong team can help you run your business, serve your customers, and handle different tasks.

Guiding Questions:

Who will be part of your business team?

(Will you run the business by yourself, or will you need help from others? Will you hire employees, work with partners, or get help from friends or family?)

What roles will each team member have?

(List the different jobs that your team members will do. For example, who will help with making the product, customer service, marketing, or handling money?)

Why are these team members important to your business?

(Explain how each person will help the business succeed. What skills or strengths do they bring?)

Team Roles:

Owner / Founder:

(That’s you! What are your responsibilities as the leader of the business?)

Employee or Partner #1:

(Describe their role, such as helping make products, handling sales, or marketing.)

Employee or Partner #2:

(What will they do to support the business? Think about tasks like customer service, managing finances, or advertising.)

Other Team Members:

(Do you need anyone else on your team? Maybe a graphic designer, website manager, or delivery person?)

Skills and Strengths:

Think about the strengths and skills each person brings to the team.

What are your own strengths as the owner?

(What are you good at? For example, are you creative, organized, good with people, or good at problem-solving?)

What strengths do your team members have that will help the business?

(For example, are they great at talking to customers, managing money, or creating ads?)

Team Plan Summary:

Write a short description of your business team. Include who will be on the team, what roles they will play, and why their contributions will be important to the success of your business.

Reflection:

- Why is it important to have a team for your business?

- What part of working with a team are you most excited about?

- How will you make sure your team works well together and stays motivated?