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# Build a Team

By Siamak Farah

A Company is a Team.

If you don't have a team, one that employees feel a part of, I got news for you: You don't have a business, you just have a burden on your shoulders. The company will only run on your stamina, and the moment you run out of steam, well, so does your company. The team is so critical to the success of any business, that I am dedicating this entire Post to it.

Clarity is Priceless!

You run the business, you have the vision, and you know what it is that you need at every step of the venture, yet there are times that the task at hand is fuzzy. If the picture is not clear to you, it certainly won't make sense for your team members who are looking to you for leadership. Be ultra clear on what you expect. A well-defined complicated task will be better executed than an unclear simple task.

Be Brave - Admit your mistakes

Traditionally, there has been a need for a leader to always be right. If leaders made a mistake, they would not admit it in fear that they would no longer be looked up to. Simply put, this tradition is passe. Your willingness to admit wrong will allow your team to openly bring the flaws of your plan to your attention without the fear of persecution. After all, that's what the team is there for, to help you succeed. Admit your mistakes, it is the ultimate win-win.

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Run an Open Company

Office politics is a disease that cuts right into any company's productivity. One of the most effective methods of eliminating it, is running an open company. There is nothing worse than a half heard conversation. The issue is that people often assume the worst for the other half that they did not hear. So in the tradition of clarity being priceless and building a team, share everything with your employees. We at InfoStreet share everything except individual remuneration, since most people like that piece to be kept private.

The 3Gs

When you hire employees, you should hire those that you feel will be a part of your team for 3 or more years. Employees that have a short stint with you get trained by you but will take the first job that pays a tad better. To battle this, I have come up with a motto which I religiously follow:

The satisfaction of an employee is governed by 3 Gs:

Green	How much you pay them.
Growth	How much they learn and experience while a part of your team.
Glory	How much personal satisfaction and credit they receive working for your company.

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Provide a decent pay. Not a low pay, not the highest on the block either; Give your employees the chance to express themselves; Encourage them to grow personally and help you grow; Give them the credit for the success and you will create a pleasant, healthy environment; And that is the number one requirement for success!

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Siamak Farah is the founder and CEO of InfoStreet, a provider of IT & Productivity Software as a Service (SaaS). Active in its day-to-day management, Siamak has assembled and leads a seasoned team of industry professionals at InfoStreet. By employing a business philosophy that focuses first on solving business problems and second on applying appropriate technologies to those solutions, he has enabled flourishing businesses for both InfoStreet and its clients.

As president of a small publicly listed software development firm and the chief operating officer of another, Siamak has extensive small business management knowledge. This, combined with years of experience starting his career as a software developer, places him in the unique position of having hands-on knowledge of technical, marketing and management issues; the very combination required for the creation of successful online suite of business software.

Prior to founding InfoStreet in 1994, Siamak worked at NeXT Computer side-by-side industry visionaries the likes of Steve Jobs. During his six years at NeXT, his responsibilities grew from technical sales and marketing to district sales management. Before joining NeXT, Siamak was the Chief Operating Officer of Microstat Development Corporation. During his two years at Microstat, he was responsible for the day-to-day operation of this publicly listed R&D firm. Siamak began his career at Vertigo Systems International. During his time at Vertigo, he was instrumental in its growth from a startup with just six people to a full-fledged business employing over 70 individuals.

Having been in the industry for more than 20 years Siamak has striven to include a technology-forward vision in his work. As evidence, Siamak has been and continues to be active in the envisioning and creation of forefront technology. 3D-animation, Internet technology, and object-oriented programming, and Software as a Service are just a few leading edge technologies to which Siamak has actively contributed. A member of the Society of Industry Leaders, Siamak is a frequent speaker at conferences that focus on the Internet and SaaS such as ISPCON, INBOX: The Messaging Industry Event, the Layered Technologies Pact conference, SoftLetter's marketing and SaaS seminar and more.

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