

# Special Bonus Sessions

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## Launching Market Field Teams

# Structuring Market/Buyer Field Teams

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Purpose: To understand the working of the business and organization of each of our prime markets (buyers, customer, distributor) including their Essence, Strategy, Performance Indices,  
Handout!

# Establish Teams Reflection this mix

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**Criteria for Field Team Composition; people may play multiple roles. Meet 4-8 times a year without excuses.**

People choice based on calling because can relate to professional role they take on; everyone on one market field team.

Interdepartmental/cross functional

Multi-level

*Not* about friendship/affinity groups but new chance to build relationships

Members who have good facilitation skills and can facilitate the team development and dialogue including use of frameworks.

Members who will ensure achievement of outcomes agreed to (team leaders for each event)

Members who enjoy thinking well and learning to think with more precision and creativity

Members who enjoy research skills

Enjoy initiate conversations about improvement and development.