



## Team-building Exercise 1: Building the tissue of trust

**Trust is at the heart of a functioning, cohesive sales team. And teamwork is the key to energy, leadership and enthusiasm – all needed for a truly successful team.**

So, how can a sales team go about earning and giving trust? It's easier than you might think. In fact, it can be a lot of fun!

### Why is trust important?

- When team members trust each other, they assume their peers' intentions are good.
- They no longer need to feel protective, careful or suspicious.
- They can become open about their weaknesses, deficiencies and mistakes.
- They learn it's safe to ask for help — that soft spots won't be used against them.
- Trusting team members take more risks, ask for more help, and offer more help – breaking down barriers and defences.
- Ultimately, it becomes easier for everyone to move forward and thrive.



# Team-building Exercise 1: Building the tissue of trust

Here's a simple, fun exercise for building trust and confidence within your sales team.

## Get to know your Teammates

**Setting:** Any team meeting

**Item(s) needed:** 1 roll of toilet paper

1. Ask the first team member to take as much toilet paper as he or she wants, and then pass the roll to the next person.
2. Confirm that everyone has taken some number of squares
3. Announce that the number of squares equals the number of little-known interesting facts about themselves they'll be sharing with the group.
4. Options for managing the sharing:
  - Use rounds of one fact per person. Later rounds will consist only of individuals who took multiple squares; or
  - Have each person in turn reveal as many facts as he/she has squares.

## TIPS

1. **Start small:** The facts can be as simple as their first job, their worst job, a favourite hobby, the size of their family or how many pairs of shoes they own. This makes it safe for team members to relate to each other on a more personal level.
2. **Get more personal:** If team members are comfortable with sharing personal information, invite them to share things like an embarrassing moment, a major accomplishment, a big dream they have, or any other information they may not share in other circumstances.
3. **Have fun:** The whole idea is to develop empathy and understanding. Although team members may work with one another day-in, day-out, it's often amazing how little they really know about each other. This exercise can bring down walls, earn trust, and build team spirit.