

## LESSON 10

### The Law of the PRICE TAG

#### *“The Team Fails Its Potential when it Fails to Pay the Price”*

- The team can have plenty of resources, many talented people, including a leader that can move the team forward. But still it cannot reach its potential because members of the team are unwilling to get out of the comfort zone, take the risk and try to break new ground.
- Every person in the team ought to know what to expect to pay in order for a team to succeed.

#### 1) The Price must be paid by everyone.

- You have to give up something to be a member of a team.
- The team doesn't quash individual accomplishment; rather it empowers personal contribution.
- People who've never been on a winning team often fail to realize that everyone on the team needs to pay a price.
- Some may think that if others work hard, they can coast to their potential and share the joy of victory, but this is never true.
- If everyone doesn't pay the price to win, then everyone will pay the price by losing.

#### 2) The Price Must be Paid All the Time.

- Some think that if they can accomplish a particular goal, they no longer need to grow. This is known as the destination disease.
- Effective leaders cannot think like that.
- The day you stop growing is the day you forfeit your potential.
- As long as you are green, you're growing; as soon as you're ripe you start to rot

#### 3) The Prices Increases if the Team Wants to Improve, Change or Keep Winning

- Being a champion has a *high price*. But remaining at the top cost *even more*. Improving upon your best is *even more costly*. The higher you are, the more you have to pay to make even small improvements.
- To improve, change or keep winning, as a group the team must pay a price and so must the individuals on it.

#### 4) The Price Never Decreases

- Most people who quit don't give up at the bottom of the mountain,; they stop halfway up to it.
- Nobody sets out to lose. But most are mistaken that there'll be a time when success will suddenly get cheaper which seldom happens.

## The Basic Prices You Need To Pay To Succeed

- **Sacrifice.** He who would sacrifice little must sacrifice little; he who would want to achieve much must sacrifice much. You must be aware of things that you need to offer. Sometimes, you may need to give more than you expected.
- **Time commitment.** It costs time to succeed. Teamwork can't be developed in microwave time.
- **Personal Development.** We cannot become what we need to be by remaining what we are. Ability alone is not enough. Desire to strive and gets better each time, is key to your ability and crucial for the betterment of the team.
- **Unselfishness.** Put team's agenda ahead of your own agenda. Give more and you'll receive more. When you give the best to the team, it will return more to you than what you give., and together you'll achieve more that you can on your own.

### Becoming better team member:

- Now, for each of your respective departments that you're in, write down what you want to see being accomplished by your department.
- Next, list down what you are willing to give up meeting the goals that you set for your team. Use the guidelines as listed in the basic prices to succeed. You can add other relevant points.

### Becoming a better team leader:

- Convince your teammates to sacrifice for the good of the group. With many talented members in the team, it'll be more difficult to convince them of putting the team first.
- You have to be the model of sacrifice. You must show them you are willing to sacrifice financially, keep growing, empower others and take difficult decisions for the sake of the team.
- By modeling the willingness to pay the price for the potential of the team, you will have the credibility to ask others to do the same.
- You have recognize the qualities of sacrifices for the team, then show the team why and how to do it.
- Praise their sacrifices.

