



**STIHL**

# THE IMPORTANCE OF A TEAM

**Everywhere in the corporate environment, you see a common theme of “teamwork” as being fundamental to success. Companies spend considerable amounts of resources, time and energy to improve the cohesiveness of their staff by doing team-building exercises, attending retreats, and now even training virtually in today’s new reality of social distancing. The point? Working together is the best way to move the needle.**

## COLLABORATION IS KEY

In arboriculture, you have the luxury of seeing results every day on every job site. One benefit is that you can evaluate the performance of your team regularly and adjust more quickly and efficiently than other businesses. The best teams collaborate on what worked well and what needs improvement before the next time they are challenged. Teams might discover the need for new technology, but more often, weaknesses in personnel lead to inefficiency. It is essential to recognize this quickly before it affects the overall team performance and lowers morale.

When I think about professional tree removal, it is easy for me to see the value in each individual needed to finish the job on time and without incident consistently. Too often, the focus is primarily on aerial work but the truth is, tree removal requires an entire crew from the ground up — including a ground operations manager and roper — to simultaneously work together in order to get the job done.

## STRONGER TOGETHER

Each job requires their own unique set of skills and expertise. For instance, the roper needs to have the ability to learn and anticipate the needs of the climber or bucket operator continuously throughout the tree removal process. The climber needs to be able to cut and trim, while trusting that the roper and the rest of the team is doing what is needed to complete the job safely. With this expertise, the team can control a job site to ensure the work is done

**Want more tips from Mark?  
Visit [TreeBuzz.com](http://TreeBuzz.com).**

*Mark Chisholm is a three-time International Tree Climbing Champion and third-generation, ISA-certified arborist with Aspen Tree Expert Company in New Jersey. He consults internationally on tree care issues and conducts training seminars for STIHL.*

simultaneously and seamlessly. As a lead climber or rigger, I can attest to the very fact that I am far more effective with the right team and struggle to meet expectations without them.

## GROW YOUR BUSINESS THROUGH EMPLOYEES

As a business owner myself, I understand the importance of hiring individuals who will not only work collaboratively with their team but will share and value the vision of the company. It is also important to place employees in roles that challenge them to hone their skills and continue their growth. Having the aptitude for evaluating an individual for their abilities and placing them in a position that can utilize them to the fullest, while also advancing team objectives is the holy grail of team building.

Vince Lombardi once said, “Individual commitment to a group effort — that is what makes a team work, a company work, a society work, a civilization work.” On a crew level, this means we all must work efficiently together so that you not only see growth and progress with the business but within your team.

We must work together utilizing each other’s skills and expertise to their fullest potential consistently to help the team win. One of the most important things to remember as you build your team is to ensure that no matter if they are rigging, climbing, raking or blowing off the drive, their level of commitment to the job, to each other, and themselves, will always be valued.