

Beyond Team Player: Navigating the Future as a Value Creator

Session Summary

Jennifer Maxson, CPC, PCC
PRESIDENT

JENNIFER@JENNIFERMAXSONASSOCIATES.COM
616.883.6458



Thank you for attending my presentation at the FEA Conference. As leaders and members in Greek Life, we are stewards of legacy and value creation shapes our future for generations to come. Becoming a value creator requires a shift in our perspective and actions as a team player. Value comes when we work in partnership with our teammates and stakeholders to create our shared future.

Please share your successes and let me know how I can support you and your organization,
jennifer@jennifermasonassociates.com.

LEAD TO THE MAX!®

Jennifer





Are you a Team or a Group?

Work Group: A number of people who come together for a common purpose. Their own agendas and motivations overlap for this purpose specifically.

A Pseudo-Team: A group of people that report to the same leader but have little task or social interdependence. They use the word team to describe the structure, not the behaviors.

Team: Has shared purpose and shared understanding about the processes and behaviors that enable them to deliver that purpose, along with consensus on how they add value beyond the sum of their parts.

“It is the purpose that creates the team – not the team – the need and the purpose is already out there in the world waiting for a team to respond.”

Professor Peter Hawkins,
Henley Business School, United Kingdom



The Value Creation Approach

Definition: Value creation involves anticipating and fulfilling the evolving needs of stakeholders, both internal and external.

Value is about connection, relevance, and long-term impact, shifting from transition to working in partnership.

“A Team is high value creating when it continually co-creates greater beneficial value with, and for, all their stakeholders, current and future.”

Professor Peter Hawkins,
Henley Business School, United Kingdom



Redefining Team Players

What do you expect from a teammate today?

Key Shifts:

- From individual contribution to shared accountability.
- From internal focus to stakeholder alignment.
- From fixed roles to adaptive collaboration.

In a Value Creation environment, a team player embodies:

Empathy and Stakeholder Focus: Prioritizing value creation for others.

Proactive Problem Solving: Anticipating and solving issues for the wider system.

Collaborative Mindset: Working across boundaries to create value.

Innovation and Adaptability: Embracing new ideas to meet evolving needs.

Systems Thinking: Understanding the broader impact of their actions.

Accountability for Value: Focusing on the tangible value generated.



BE A VALUE CREATOR

Embrace the journey to Value Creation:
How can you shift from high performance to value?

Redefine how you **show up** as a Team Player.

Partner with Purpose: **Move** from transaction to
partnering with a key stakeholder.

LEAD TO THE MAX![®]

The mission of Jennifer Maxson & Associates is to Enhance the Credibility of Leaders. We develop leaders at all levels through Everything DiSC[®] assessments, personalized coaching, and programs focused on communication, presentation skills, and leadership. Our purpose is to inspire current and future leaders to Lead to the Max![®]

Jennifer Maxson & Associates offers a mix of Public Programs, In-House Programs, and Executive/Team Coaching Services for you and your team's development.



Jennifer Maxson & Associates



@JenniferMaxsonandAssociates



www.jennifermasonassociates.com