

Teamwork – The Mantra for Modern Times

(Or are we as independent as we really think we are?)

I often hear people explaining to others just how “independent” they are. How they work for themselves, make their own hours, and basically just “call all the shots” concerning their business.

But are we really totally independent?

From early childhood we are taught to be ***“independent.”*** But are we really?

When looking at the definition of independent, we see that it has several meanings:

- Not governed by a foreign power, self-governing
- Free from the influence, guidance, or control of another or others; self reliant
- Not determined or influenced by someone or something else; not contingent
- Not affiliated with or loyal to one political party or organization
- Not dependent on or affiliated with a larger or controlling entity
- Not relying on others for livelihood, support, care, or funds

Whether you are a Certified QuickBooks ProAdvisor or a Developer who belongs to the Intuit Developer Network that is supporting Intuit’s QuickBooks Financial software, you are heavily ***dependent*** upon making a living by doing just that “supporting QuickBooks.”

- We are dependent upon Intuit to continue to release new versions of QuickBooks and the SDK.
- We are dependent upon our current clientele that uses QuickBooks and third party applications in order to continue to make a living.
- We are dependent upon new start up businesses to choose QuickBooks for their accounting, so that our business will grow.

Looking at the above set of definitions, perhaps we will need to readjust our thinking. **In reality, we are *“interdependent”*.**

In reality, we are not independent, but ***“interdependent”*** (mutually dependent) upon each other. In every area of life, people need to develop and cultivate a strong team, build solid relationships, and learn to trust the people they work and/or associate with. Many dreams or business venture has been shattered because of someone needing to prove how independent he or she was.

Building a “team”

Building a strong team isn’t an easy task:

- We each have our strengths and weaknesses
- We each deal with different industries
- We each are faced with various and unique client/customer pain points
- We each have numerous choices or creative ways in which to solve those pain points
- We each are faced with numerous QuickBooks integrated applications to help us solve customer problems
- We each have “trust issues”

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I recall attending several different conferences where Advisors and Developers were networking, asking questions, and sharing answers in an effort to learn about and help each other; and ultimately help their Clients/customers – the QuickBooks end user.

These conferences have opened the door for new relationships, partnerships, business opportunities, and most importantly - **new solutions to difficult problems.**

This sharing of knowledge has helped each party realize that they could save each other time, money, and most importantly - **increase customer satisfaction.**

This all translates into profits and longevity for their businesses~~~greater success and the realization that perhaps we each are not as independent as we once thought, but increasingly interdependent, by necessity.

Are you independent or interdependent?

By what standards do you live your life and run your business?

By the ego driven method of greed and independence or by the interdependence approach to teamwork?

Independence will not get you through the coming years~~~but networking, relationship building, partnerships, and interdependence will!

Go ahead, take the plunge, stick your neck out a little bit. You know that Developer who has a product you are interested in or the Advisor who lives in the same town as a client who is looking for some QuickBooks help~~~well pick up the phone, call them, talk to them, open the door for that future relationship. You will never know how it will work out unless you take the risk!

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