



PARTICIPATION AGREEMENT

PREAMBLE

Commitment to ethical professional conduct is expected of every member of an APA, and therefore every member of a Success Team.

This agreement and code, consists of imperatives formulated as statements of personal responsibility, and identifies the elements of the commitment. It contains many, but not all, issues teammates are likely to face.

What is a Success Team ...

Success Teams stimulate dialogue among thinking, proactive, committed photographers, encouraging them to share their ideas, experiences, successes and challenges, as a means of fostering individual and collective achievement. A Success Team is the balanced focusing of minds and attentions on individually specific goals that multiplies effectiveness and produces greater results in a shorter period of time.

Through communicating with peers in a spirit of good will and harmony, we expand ourselves, our business and our world. Via the ST (Success Team) experience with others, we gain insights and bring new perspectives to our work and life. Joining with peers on a ST provides impetus for keeping up with change, problem solving and positions us for setting goals and rapidly opening and closing opportunities.

What are each team member's responsibilities?

Of course, the most obvious responsibility of each team member is to be present, to communicate and to achieve progress in his/her business life and creative endeavors. The second most important issues deal with comfort and confidentiality. Teammates need to be able to let their guard down and relax without being paranoid in any way. A willingness to listen with a focused heart and undistracted mind is essential.

What are the Benefits?

An effective ST is a conduit for:

- A trusting environment in which confidential exchange of ideas and goals can flourish
- Creative problem-solving of professional issues
- Skill development and professional growth
- Advice, collective support and accountability to oneself and the team
- Leveraging the intelligence and real-world experience of the team
- Achieving far more than one could ever achieve on their own due to the insight and wisdom of others identifying and achieving professional goals with the added insight and wisdom of peers/others

Who are Team Members?

- A group of APA members who are headed in the same direction with equal commitment to the program.
- Goal is not to create a mentor-protégé relationship but peer-to-peer relationships
- Ideal # of teammates 4-8
- Team Liaison
 - monitors meetings while maintaining order and purpose
 - leads the team through its agenda in a timely manner
 - senses the pulse of the group and monitors its progress
 - reports progress to Chapter Liaison and Coach
 - exemplifies a spirit of openness
 - encourages dialogue between all participants, especially those that are stuck, quiet or shy.
- Chapter Liaison
 - monitors chapter success team progress and problems
 - Is available to teams to provide insight
 - reports progress, issues, setbacks to Coach
 - exemplifies a spirit of openness

What is the Meeting Format?

- Meeting every two weeks is optimal. Teams on this schedule gain momentum and collaboration – if the team meets less frequently, then momentum and synergy are lost. Teams that have met for a year or more can option to meet monthly.
- It's a good idea to meet on a regular predictable schedule, such as the 1st and 3rd Monday of the month, at 5:30pm
- The ST meeting format is highly structured – it ensures consistency, efficiency and respect. Each teammate owns 15 minutes of the team's time: 5 minutes to vent, 5 minutes to state accomplishments/steps achieved and any hurdles faced, and 5 minutes for feedback from the team. This structure, if employed correctly, makes your ST meetings highly productive and effective. This is the most important factor to creating the best ST experience.

TIPS & IDEAS

- Understand that no one does it all alone. Success is not a solo act.
- Value trust and confidentiality.
- Cooperate, cooperate, cooperate – a team is strengthened by bringing people together with different backgrounds and outlooks that complement one another's thinking. "A good idea is for attitude to be left behind."
- Commit to freely sharing your ideas. If anyone is afraid a "good idea" will be "stolen" and holds back, then the team will not achieve its potential. There are reciprocal benefits in participation.
- Obtain and maintain – be sure that teammates are on the same page in dedication to achieving goals. This doesn't mean stamping out individual initiative, but it does mean agreeing on basic ground rules and committing to the stated goals of the group.
- The greater the diversity, the greater opportunity there is for cross-pollination and new ideas to be formed.
- Your ST is not your main social group, nor your "buddies". It is a group convened specifically to provide business and creative leverage. Several intelligent minds united in thought on a problem can achieve more positive results than one person mulling things over alone.
- Participation in the goal setting and achievement process helps ensure that goals will be successfully accomplished because teammates have bought into its importance and methods of achievement.
- Discuss who, what, where, when, how and why of a desired goal.
- Have fun. The road to success is often bumpy and always under construction, but that doesn't mean you can't enjoy the ride. You will be experiencing moments of satisfaction and fun. This is the best indication to let you know your team is working.
- Use the timer – set it for 5 minutes, and reset it for each of the three segments. This keeps each teammate on schedule.
- For each meeting rotate the responsibilities of time keeper and note taker. The note taker must post the notes in a timely manner to the team message board.
- Each teammate should have a notebook specifically for ST – it helps keep you on track.
- Please remember that this is not a competitive environment – everyone benefits when we share our personal experiences.
- Some teams have been successful adopting a "Fine Structure". They have agreed that there are no excuses, are 100% accountable to one another and to themselves. If goals are not met, if a team member is absent, tardy or requests a change of meeting time – there is a \$5.00 fine. If a team member fails to bring a printed goal sheet with copies for the other team members, or fails to set the required goals, or the goals are incomplete – a fine is assessed of \$5.00. At the end of the quarter, the fines collected are used for the benefit of the group – i.e. hiring a consultant or professional that can benefit the team – or dinner for the group.

APA SUCCESS TEAM GROUND RULES:

Every member of your team must have a burning desire to commit to and achieve the photo career of his or her dreams. All it takes is one teammate without a strong "achieve" attitude to deflate your team's effectiveness. If you have a teammate who is not committed to growing his/her success, it is unlikely that your team will be able to generate the kind of energy and creativity needed to succeed.

Your ST is a partnership. Each teammate must acknowledge his/her responsibility and be respectful of the team.

Your challenge is to make sure that all your teammates share the common objective to dramatically improve the opportunities for success.

These are the Ground Rules:

AS A SUCCESS TEAM PARTICIPANT I MUST:

- 1. Be an APA Member in good standing. Membership must be renewed within two weeks of your renewal notice to participate in your Success Team. Should your APA membership lapse you will be required to leave your team.**
- 2. Have a strong desire to set and achieve goals related to the business of photography and an interest in self-improvement.**
- 3. Be open to sharing and learning new methods, techniques and tools, and to sharing my professional experience.**
- 4. Be punctual – show up on time and be respectful of my fellow teammates' time.** I understand that without consistent, on-time attendance, my team cannot achieve full continuity and maximum benefit.
- 5. Bring a professional attitude and good constructive behavior.**
 - a. Have a desire to set and achieve professional goals in photography.
 - b. Agree that I will not be negative, argue, interrupt or pass judgment without careful consideration.
- 6. Be committed to a level and consistency of participation.**
 - a. Take an active interest in the success of the team and generously and freely offer support, knowledge and encouragement.
 - b. Acknowledge that the best STs are centered on mutual respect, trust and accountability.
- 7. Adhere to the 5/5/5 minute format and respect each teammate's time.**
 - a. I understand that each teammate's challenge is to enforce the rules of conduct in a professional and kind manner.
- 8. Honor Meeting Schedules.**
 - a. I must attend the meetings.
 - b. If I do not attend meetings regularly, I understand that I may be removed from the team pending the Violation Policy stated below.

9. Accept that I may not bring a Guest to a team meeting without prior approval of all team members.
10. Understand that my ST is focused on business development for photographers. The team does not provide financial consultation, contact sharing or potential client data, or private coaching sessions.
11. Understand that I am solely responsible for my decisions and actions. I am responsible for my professional progress.
12. Uphold and understand the APA Code of Ethics.

APA Code of Ethics

As a requirement for both admission and retention of my membership in APA, I acknowledge that my words, actions, and business practices reflect on all other members on the organization, and on the industry at large. Therefore I will endeavor to support APA in its mission to empower advertising photographers to achieve success, both individually and collectively. I will also strive to operate according to the highest professional standards, and will exercise responsibility, integrity, and honesty, treating peers, clients, and those under my authority with dignity and respect. I will also refrain from any marketing or competitive practice that violates any Federal Trade Commission, or other Federal or State regulatory agency rule or regulation, or Federal or State statute or any decision of any Federal or State court.

13. Understand the Termination & Cancellation Policy

- a. After being placed on a team the registration fee of \$295 is non-refundable.
- b. I have the option of a one-time transfer to another team at the discretion of National Success Teams Coach, within 90 days of the start date of my original team.
- c. I understand if I am not placed on a team within 45 days from the date payment is made, at my request, my payment will be refunded in full.

Cause for Termination:

Please note that the following list of Violations does not include all types of conduct that can result in termination. Nothing in this list alters the at-will nature of your participation.

- d. Violation of a ST rule. For example unwillingness to share professional knowledge.
 - i. A Team Member who does not display satisfactory performance and accomplishment on the team may be dismissed as per the following procedure
 1. Verbal and written warning from Team Liaison
 2. Verbal and written warning from ST Chapter Liaison and/or National Success Team Coach
- e. Violating the confidentiality of the team, giving confidential information to anyone outside your immediate team.
- f. Engaging in behavior which creates discord and lack of harmony, interfering with team progress.
- g. Failure to attend meetings or demonstrate an unwillingness to share personal experience.

As a Success Team member I will respect the CORE VALUES listed below.

HONESTY: We have the courage and integrity to face the truth of each situation, with facts as they are, not as we would like them to be, we communicate openly, our actions are consistent with our words.

TEAMWORK: We take pride on our collective accomplishments, we take responsibility for our collective mistakes, we understand we can accomplish more by including others in what we do, we celebrate our victories, and we treat each other with respect.

LEARNING: We vigorously search out new ideas regardless of the source, we strive for continuous self improvement, we listen and learn from each other.

FUN: We believe that it is created through an environment filled with trust, challenge, professional and personal growth and hard work ... knowing we are helping each other to succeed.

COMMITMENT: To perform Tasks in a responsible, reliable manner with a commitment to productivity and high standards.

RESPECT: Belief that all teammates have intrinsic worth and dignity. We believe that our teammates want to work, to contribute, and to be a factor in improving their own photographic careers and those of their teammates.

ACCOUNTABILITY: Will hold teammates accountable for achieving the steps and tasks to realize their individual goals. Expect each teammate to abide by these standards and to assist others in doing the same.

As a Success Teams member I will Uphold and promote the principles of the APA Success Team Program.
(Current ST Members, please also reaffirm your commitment by signing below.)

Signature

Print Name

Date

This Code, Guidelines, and Participation Agreement were developed by the Success Team Task Force and Angela Krass, APA National Success Team Coach