

# Business of the Year

1-50 Employees

## Team Builders Plus

Cherry Hill, Camden County

Jeffrey Backal, Chief Executive Officer

When corporate managers hear the phrase “team building,” you can’t blame them for picturing a tired ropes course tucked away on some forest tract.

Many team-building companies are content to push their clients into the same challenges year in, year out. At Team Builders Plus, executives have taken on a challenge of their own: to continue creating new and exciting experiences that keep clients coming back for more.

In the last two years alone, Team Builders has cooked up a variety of unique training programs.

Movie Mayhem offers participants the chance to write, direct and star in their own movie.

CSI:NegativeZero asks people to work with fingerprint and blood-testing kits to solve the murder of a high-profile actor from the popular sitcom.

GeoQuest: The High-Tech Treasure Hunt arms participants with handheld GPS units in a bid to find and solve clues hidden outdoors.

Good deeds earn rewards in a program called Kindness Wins. It’s described as

being like “The Amazing Race,” with teams earning points for committing acts of kindness. The goal is to foster a positive work environment.

Jeffrey Backal and Merrick Rosenberg realized companies wanted more out of their training budgets a few years after they founded Team Builders in 1991.

The innovative approach has served the company well. Although training budgets are often the first to shrink in a sluggish economy, Team Builders expects a 25-percent increase in revenue this year.

Innovation helps retain existing clients, who come back every year knowing they will find something new for their annual team-building events. And innovation helps attract new clients looking for something different.

Team Builders takes pride in offering a continuum of programs that run the gamut from pure fun to intensive development. In addition, clients can tap the firm’s expertise in team coaching and leadership development.

To meet the demand for its services, Team Builders has hired several experi-



enced trainers and developed a new model to get them quickly up to speed on the company’s unique programs. A video library allows new hires to view training programs and learn how to present them.

Backal and Rosenberg met while pursuing MBAs at Drexel University. After graduation, they each dumped \$2,000 in a bank account, never borrowed and never looked back.

Today, Team Builders enjoys a national reputation and has worked with 60 of the Fortune 100. The company has delivered training in 43 states and several countries around the world.

Team Builders plans to capitalize on its reputation by creating a national network of trainers spanning the country and by taking a more active role at conferences and in industry publications.

The company practices the same team-building lessons it urges on clients. As a result, Team Builders has landed on regional and statewide lists of best places to work.

The environment at Team Builders is based on mutual respect and collaboration. Managers constantly seek out opportunities for employees to learn more and to advance within the growing company.

Employees are involved in every major decision, and some that are just plain fun. In 2007, employees picked the destination as their reward for beating sales targets. They and their families spent two nights in the Poconos, including New Year’s Eve.

The company’s creative approach to programming has proven a boon to the community. In 2007, Team Builders unveiled a program called Wheels for the World in which participants build bikes for underprivileged children. Organizations taking part in the program include the Philadelphia Eagles, Turner Broadcasting and Virtua Hospitals.

If history is any guide, you can expect Team Builders to develop something new long before any of those bikes needs so much as air in the tires. ☺

### Team Builders Plus – *Fast Facts*

**Year Founded:** 1991

**No. of Employees:** 15

**Products/Services:** Team retreats, intensive team interventions and everything in between.

**Mission/Value Statement:** Team Builders Plus was founded in 1991 to help develop the skills that create long-lasting personal, professional and organizational success. Our experienced staff helps identify client needs through individual, team and organizational assessment. We link development experiences to real-world business issues through one-on-one performance coaching and training programs. Team Builders Plus focuses on developing the skills and team dynamics that allow managers to be effective leaders and groups to function as high-performance teams.



**Team Builders Plus**  
One Organization. *OneTeam.*