



Best practices for companies moving to the next level  
Friday, January 5, 2007

**In this issue...**top 10 new year's resolutions for entrepreneurial companies

### Upcoming Events

February 22 - "In Good Company: A Conference for Women Business Owners," sponsored by NAWBO and Colorado SBA [Click here for a full schedule](#). SmartGrowth CEO Pam Watson Korbel will present "More Money, Less Work, More Fun: 7 Synergies for Business Success" during the conference.

### 7 Synergies of Business Success

1. Grow from the inside out.
  2. Develop a brand promise and live it daily
  3. Put people first.
  4. Hire leaders and managers.
  5. Values validate valuation.
  6. Lead to create and maintain value.
  7. Monitor, monitor, monitor  
...whatever you measure will improve.
- Plus...**The quality of the company is directly proportional to the quality of the CEO.

For an article about the 7 Synergies of Business Success [click here for the article](#).

### Opportunity:

**Free Assessment** To see how you stack up against other growing companies, complete the 7 Synergies of Smart Growth Assessment - write [info@smartgrowth.com](mailto:info@smartgrowth.com) or [click here for the assessment](#)

### Top 10 New Year's Resolutions for Growing Companies

Based upon our interaction with growing companies, these resolutions represent the trends for 2007.

1. **Establish stronger relationships with existing customers.** Even though the economy is strong in some industries, companies have not forgotten that it is five times more cost effective to sell more of their existing products and services to their existing clients.
2. **Complete more objective research** about how their clients view their products and the brand promise provided by employees. Focus groups, written surveys and more face-to-face surveys will be implemented to ascertain how companies are truly performing.
3. **Create more strategic partnerships** as a mechanism to grow sales without adding staff. For example, a manufacturing firm entered the year with an agreement to cross sell the products from a firm with complementary products.
4. **Implement internal programs to retain employees.** With the labor market still tightening, more focus will be put on retaining A players. Some examples will include more profit sharing, larger matches for retirement plans, flexible schedules and teambuilding events.
5. **Scrutinize company values/culture** more. Better economic times allow firms to do business with employees, vendors and clients who match their values. This will foster stronger relationships and more profit as well.
6. **Focus on generating profit** above the industry standard. Good companies want to take advantage of the good times. Great companies want to outperform their industry by two to three times the standard. One construction company already set up benchmarks for each month and quarter against last year's industry

[Click here](#) to order Pam Watson Korbel's book "More Money, Less Work, More Fun™! 123 ideas for smart growth in today's business environment."

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results..

7. **Train managers.** Employee satisfaction is directly related to the strength of individual managers. Companies will invest in training and coaching for eachyl managers as a competitive strategy to recruit and retain A players.

8. **Measure everything.** From the firm as a whole to each function and individual employee, everything will be measured. One design firm enters the year with centralized reporting board for individual, departmental and company metrics.

9. **CEOs** will participate in more leadership improvement programs. They will go outside the company to improve their own soft skills and job security.

10. **Enhance community service** and partnerships because of a growing expectation that every company, not just large companies, give back to the communities that support them. One Colorado company adopted a new policy this year for each employee to do four hours of paid volunteer work a month.

The bottom-line...Expand into synergistic opportunities that are profitable while improving all relationships, and measuring everything.

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-----**More money, less work, more fun!**™  
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