



Best practices for companies moving to the next level
Friday, January 26, 2007

In this issue... 10 ideas about leadership in your organization

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.

April 24-25 - Gazelles Sales & Marketing Conference in Atlanta, GA - Hear some of the greatest sales and marketing minds in the world including Dr. Victoria Husted Medvec, John DiJulius, Laura Ries, Randy Schwantz, Erik Darmstetter, Cameron Herald, Dave Kurlan and Verne Harnish. [Click here to learn more](#)

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](#).

The Geese Teach Us About Leadership

Everyday when I come to work, it is my pleasure to stop or slow while a flock of geese cross the street (literally in the cross walk) to reach their favorite pond at the Inverness golf course. Today, that march reminded me of this passage from "anonymous."

There is a reason for geese heading south for the winter to fly in a V formation. As each bird flaps its wings, it creates uplift for the bird following. By flying in a V formation, the block adds at least 72 percent greater flying range than if each bird flew on its own.

Whenever a goose falls out of formation, it feels the drag and resistance of trying to go it alone. It quickly gets back into formation to take advantage of the lifting power of the bird in front.

When the lead goose gets tired, it rotates back and another goose flies point.

The geese honk from behind to encourage those in front.

Since coaches are known for their ability to ask questions:

1. Do the leaders and managers in your company create uplift for each other?
2. Who is regularly falling out of formation?
3. Who regularly gets others back in formation?
4. What are you doing to lead your managers to create uplift and synergy?
5. Does the CEO always have to be the lead goose?
6. How are you rotating that responsibility?
7. How do the leaders and managers in your organization

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 or [click here for the assessment](#)

[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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complement each other?

8. Which leaders and managers on your team are providing encouragement from behind the scenes?
9. Which are not?
10. What should you do differently as a result of processing these ten questions?

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