



Best practices for companies moving to the next level
Friday, April 6, 2007

In this issue... Top 10 Unusual Employee Benefits

Upcoming Events

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](#).

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](#)

Most Unusual Employee Benefits

Keeping ahead on employee motivation tools is tough. .

The keys are to be in touch with the "likes" of your employees. As is evident from the list, stress reduction is a benefit of every tool on the list. And programs that promote "belonging" receive high interest as well.

Here's 10 ideas from our experience...

Two hours per month paid time off for volunteer work. This started off as a means for parents to support their children. Then no one wanted to discriminate against employees who did not have children. Now 90 % of the employee group uses the two hours off in the community, at church and with schools.

First Friday afternoon off when sales goal for previous month is met. The trick here is that you work Friday afternoon if you do not make the goal...the danger is that this program becomes an "entitlement."

Bring your dogs to work - One Denver telecom company found this was just the prescription for its employees.

Nap room - Given that some engineers like to work long hours when "they are on a roll," one company set up a room with four couches and a television for its staff "all nighters."

Game room - The same company installed a room with pool, foosball and ping pong tables plus various video game consoles. When creativity needs to be sparked, a game of pool has been just the answer.

In-office nanny for employees - This helps some employees decide they would come back to work after maternity leave.

Golf lessons - If playing golf is part of your business, then

[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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providing lessons will encourage staff to use this tool.

[Shopping sprees](#) for winning proposals - The Sales Manager likes to provide an immediate reward to sales people who land a 6-figure contracts so a shopping spree to the store of your choice is always available with a signed contract.

[Concerts at lunch](#) - An international communication business brings in musicians from various types of music every Thursday to entertain employees.

[Office Book Clubs and Libraries](#) - The Human Resources Department keeps a shelf of books for employees to share and matches employees to internal book clubs that meet at lunch.

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