



Best practices for companies moving to the next level
Thursday, July 12, 2007

In this issue...aligning team member's careers to the company

For the **Recommended Reading List** from SmartGrowth, Inc., [click here](#).

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](#)

[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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Getting Buy In to Your Company Plan

In 1985, I was promoted to Director of Business Development for a now defunct energy company. Subsequently, three engineers were assigned to my department after being displaced from their engineering jobs. The "karma" was not there for us.

With some good coaching through our Human Resources department, I invited each of the three engineers to lunch. To the first I asked, "what is your vision for your career?" He told me he did not enjoy engineering any longer and had written a software program for energy engineers on the side. Then I asked, "how can I help you?" After an executive presentation and input from others, we arranged for him to write a product plan to market the software. One year later, the product was used in three other companies with a growing number of prospects.

I used the same process with the other two engineers. Asking the second about his career vision, he told me about engineers who called him from other energy companies tapping him for his expertise. He was considering a consulting job with another firm. After an internal presentation, he became his own profit center as an engineering consultant.

The third engineer proposed a similar situation. Although he held a bachelor's and master's degree in engineering, he loved sales more. He had studied trends in the cogeneration field and wanted to pursue a sales job. After a meeting with the Marketing and Sales Vice President, we determined that it was in the company's interest to promote and sell cogeneration. And our incumbent was on board.

Ironically, my marching orders in my new position were to create three new business development opportunities within six months. I got there simply by asking each of my disgruntled employees two questions,

- * What is your vision for your career?
- * How can I help you get there?

Alignment is critical for every company. That includes aligning employee needs, wants and values to company needs, wants and values. Most employees have never had bosses that asked them where they want to go and how the company can help them get there. Try it...you will like it.

For a free copy of my annual employee input survey to help you uncover opportunities for alignment, e-mail

pam@smartgrowth.com. I recommend you complete the survey and face-to-face interviews during the third quarter every year as preparation for your annual planning retreat.

More money, less work, more fun!™

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