



Best practices for companies moving to the next level
Friday, September 28, 2007

In this issue...how do we develop leaders

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Pam Watson Korbel's Speaking Engagements

November 13 - Colorado Springs - Colorado Office of Economic Development & International Trade

TOPIC: Learn how to enjoy *more money, less work, more fun™*. Pam will share her insights for success based upon building a multi-million dollar entrepreneurial venture. Through her career, Pam has identified 7 guidelines for a successful business, which she will offer including strategies for implementation. For more information, contact info@smartgrowth.com.

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:

Can books teach leadership?

Denver Post Business Editor Al Lewis recently wrote a column proclaiming that you can not learn to be a leader from a book. [Click here to read Al Lewis' article](#)

So how do leaders learn to be good leaders?

A study by The Leadership Trust and the Manufacturing Foundation found 9 common learning opportunities among the best leaders.

1. A significant leadership challenge at an early age - Youth who led organizations or projects such as Girl Scouts, Boy Scouts, 4-H, student council, captain of a sports team, drum major of a marching band, etc., go on to assume significant leadership positions in their adulthood.

2. Observing positive role models, including parents, teachers, coaches, public policy officials, corporate leaders, etc. Exposure to other people who lead effectively impacts your own style and effectiveness.

3. Being 'thrown in the deep end' - Howard Putnam, former CEO of Southwest Airlines, cites "freak out points" as a learning opportunities. He says that the freak out point is that fear threshold you must push yourself past. Crossing it provides lessons useful in business and life. He cites the significance of knowing that what frightens can be survived, as well as the importance of concentrating when concentration is all but impossible. Putnam analogizes the freak out point to jumping from an airplane in a parachute.

4. Mentoring, coaching and consultant relationships - At Intel, management identified the creation of leaders as its most critical strategic issue, according to **Fast Company** magazine. What was the easiest path to eliminating the problem? Set up internal and external mentoring programs for young managers. As Ralph Nader once said, "The essential job of all leaders is to create more leaders."

5. Experiential leadership development courses - That's not the sit-in-the-classroom, watch-the-Power-Point presentation training program. An **Inc. Magazine** study shows that the most effective entrepreneurial CEOs say that they participate in at least one leadership laboratory program a year. Entrepreneurial leaders learn best from their peers in environments away from a business setting.

6. Impact of negative role models - Many effective leaders cite

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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negative experiences where leaders possess low emotional intelligence. Marcia Reynolds, author of **Outsmart Your Brain**, says "task oriented" managers produce fewer results through leadership than do their "people oriented" counterparts who understand that their primary role is to manage behavior.

7. MBAs and professional qualifications - Great leaders constantly seek intellectual validation and stimulation.

8. International or multicultural exposure - We live in a diverse, global environment where understanding a variety of people, ethnic groups, cultures and political organizations is essential to leading. Just look at today's news for examples of people who are not doing this effectively.

9. Voluntary and community work can serve as a laboratory to experiment with your leadership style and philosophy and provide the critical experience necessary to succeed. Great leaders grow from experiences that hone their judgement.

More money, less work, more fun!™
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