



Best practices for growing companies
Friday, October 26, 2007

In this issue - comparing the World Series to business

Events

Beyond the Obvious - Advanced Communication Techniques to Grow Your Business, Thursday, Nov. 8, 7.30 to 11 a.m. [Click here for more information about this SmartClass](#)

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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,

Take Me Out to the Ball Game - and Then to the Office

The Baseball World Series takes me back to my childhood each fall reminding me of my Dad, the late Bob Watson, who coached baseball for 43 years at the high school and college levels and scouted for the Atlanta Braves and Cincinnati Reds. As the oldest of five children, I had jobs early on as batgirl, scorekeeper and grounds crew director. This also put me smack dab in the middle of watching a masterful leader, my Dad, and learning from his example. From attending 2,000 baseball games before I went to college, I learned that baseball is analogous to business in these ways -

1. **Fundamental skills** need to be reinforced every day to achieve excellence. At every level of baseball, teams practice, throwing, hitting and fielding daily. The same should be true in business. People management, selling and monitoring are key skills to master.
2. **Practice makes perfect**. The rhythm of hitting in the heat of July is analogous to establishing strong business disciplines around meetings, reports and communication.
3. **A little time on the bench** always improves your game. In a management class I was teaching recently, I asked each participant to set three goals to improve. One participant set a goal to get more rest. That's brilliant. We can't do a good job leading others without taking care of ourselves first.
4. **Whatever you measure will improve**. Being a Math teacher as well as a coach, my Dad excelled at this. Even before computers and calculators, he spent hours calculating statistics and analyzing his teams. In business, you need to create metrics for each of your goals and monitor daily, weekly, monthly, quarterly, annually, etc.
5. **The failure to warm-up** properly could lead to a season-ending injury. (This is actually my son Robbie's contribution to the list.) Preparation leads to successful implementation every time.
6. **You can "fake it" without a plan - temporarily**. Champions start with a plan though. A crisp, simple strategic plan and business plan guide your business to championship status.
7. **Surround yourself with great people** and 1+1 will always be greater than 2. A pitcher never excels without a good catcher. Business leaders who support each other move the business ahead faster.
8. **Your worst competitor is never the other team**...it's the "head trash" you carry around every day. Good businesses emanate from balanced executives and employees. My dad always told his teams, "we play this game one pitch

complete the 7 Synergies of Smart Growth Assessment - write info@smartgrowth.com or [click here for the assessment](#)

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at a time." Athletes and business people who understand this show the highest emotional intelligence.

9. [When it's time to go to the big game](#), remember those who helped you get there. At the World Series, the manager's status is secondary to the team. In business, remember to showcase the members of your team first.

10. [Life does not start and stop on the baseball field](#). Have fun every day. My Mom helped keep this perspective for our family. She could go to two or more baseball games, manage our household, work at her own job, and attend to all the scheduling requirements for five children - all in one day. The same applies in business.

More money, less work, more fun!

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