



Best practices for companies moving to the next level  
Friday, January 25, 2008

**In this issue...what will leaders focus on in 2008?**

### Events

**Saturday, Feb. 2**, Day of Entrepreneurial Service, to benefit Family Homestead in Denver, CO. [Click here to learn more](#)

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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.

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### Leadership Trends for 2008

With the "R" word looming on the 2008 economic forefront, managers and leaders are scurrying to focus their energies appropriately. From our perspective of assisting entrepreneurial companies, these will be focal points:

1. Managers will directly **supervise more employees** as organizations look for ways to streamline salaries, especially highly salaried positions. As a result, managers should be required to work less "in" the business so that they spend the appropriate amount of time managing.
  2. With larger work groups, managers will rely on **group problem solving and business planning** more. Employees need to be trained on facilitation and mediation skills so that they can manage their groups better.
  3. Then, the organization will operate in a **"bottoms up"** manner, which generally brings better information about customers into the organization.
  4. **Relationships** will be key to weathering economic issues. Customer and employee retention will both be a focus. A recession will not increase the availability of well-trained workers.
  5. Vendors, customers and employees will demand more **"face time."** The business world is more and more weary of electronic communication and wants to focus on the "high touch" factors discussed in the **Megatrends** book series.
  6. **Personal leadership skills** will separate "A players" from less functional employees and will be essential for business success. Companies will provide more training and resources on this subject.
  7. Managers will hold employees more **accountable** because overstaffing will not be possible.
  8. Internal **coaching and mentoring** programs will flourish as managers look for creative ways to positively influence employee performance and behavior.
- Ironically, all of these trends will positively impact business

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organizations because strong leadership will not be an option.

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