



**Best practices for companies moving to the next level
Friday, June 6, 2008**

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. Lead to create wealth.
6. Values validate valuation.
7. Monitor, monitor, monitor...what ever you measure will improve.

Intangible...the quality of the company is directly proportional to the quality of the CEO.

For an assessment to see how you stack up on these issues, [click here](#)

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

Click here for an order form for Pam Watson Korbel's book **More Money, Less Work, More Fun! 123 ideas for smart growth in today's business environment** - <http://www.smartgrowth.com>

Should you hire that 'big company' employee?

In the hiring circles of entrepreneurial companies, the burning question is always, "will that prospective employee from a 'big company' fit in here?" The answer is a definitive "maybe."

To get past maybe, you need to screen appropriately and set expectations. Here are some tips on how to do that effectively:

1. **Set up expectations in the interview** - Ask these questions directly:
 - How do you think the culture of a smaller company differs from a large corporation?
 - Since you are coming from a much larger company, how will you adjust to the culture of a smaller company?
2. **Determine that the employee has the appropriate work ethic** for your culture since generally employees of entrepreneurial companies will tell you that they work much harder than in their corporate jobs. Ask:
 - What is the most number of hours you ever worked in a week?
 - How many hours do you work on the average in your current job?
 - How many hours per week are you prepared to work in this job?
3. **Use a peer interview process** to ferret out what the prospective hire brings to the table to complement existing employees. You want to focus on skills and experience. If your employees crave this knowledge or experience, they have a better chance of being a good fit.
4. **Find out why the prospect wants to work in a smaller company.** If they just need a job, it is not a good fit. If they want a more creative environment, that could be a good fit IF your job offers that. Ask:
 - What tasks do you envision in this position that will motivate you?
 - How will that motivate you?
 - What would you change about your current position that would create more motivation for you?
5. **New hires from larger companies can bring excellent systems knowledge.** Ask:
 - How would you help us create a new system for (and fill in the blank with a new system that you need)?
 - What experience do you have developing policies and

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procedures for (fill in the blank)?

(And why not use the interview for some free consulting?)

6. **New hires may also bring competitive information** that you can not otherwise get. Ask:

-- In your estimation, how does our company stack up against (list each competitor individually)?

-- Where does our company face the greatest threat? opportunity?

7. **Remember, you want the employee to interview you for fit as well.** Encourage and accommodate their requests to understand your company fully. Do not put pressure on candidates if they are not ready to make a decision or put pressure on yourself to fill a job quickly.

8. **In the end, do they feel like a good fit?** My clients who make a bad hire always tell me it did not "feel right" during the interview. Trust your gut and use more interviews and screening tools to get to the best answer.

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