

To: lynn@lpcomputerservices.com
Subject: News from SmartGrowth, Inc.



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Best practices for companies moving to the next level
Friday, July 18, 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>

SmartGrowth provides business coaching for CEOs

It's 2008 - Do you know where your next employee is coming from?

I just googled "United States labor shortage" and got over 3 million hits. Worse yet, from the first 20 entries, I learned that the United States is or will experience a labor shortage in these industries: energy, software, farm, construction, shipbuilding, education, information technology...virtually every industry.

According to the Employment Policy Foundation, the United States will produce 58 million new jobs in the next 30 years with a net add of only 23 million employees. That is a shortage of 35 million employees.

This shortage will demand that companies large and small focus on its human resources strategies. Effective recruitment and retention will be imperative.

Your company should be considering:

1. **Building your strategies to become attractive to employees** - Consider a focus group of your existing employees to determine what new human resources policies the company should adopt to become attractive to new employees.

2. **Grow your Human Resources department staff** - While managers focus on managing and retaining employees, a creative Human Resources staff will be necessary to recruit potential employees. Ongoing recruitment will become a necessity.

3. **Look for new sources of employees** - Dig deeper and broader to find employees such as asking for referrals from existing employees, creating internships with local colleges and trade schools, and aligning with industry associations.

4. **Know your industry** - To keep up with or ahead of your competitors, you will need to know the salary ranges, benefits and training options that your prospects are being offered elsewhere.

5. **Career plans** - Do an annual performance review with every employee that includes a career plan linked to your company.

and executives; facilitation of strategy; and management development training to entrepreneurial companies.
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Interested in becoming a business coach for entrepreneurs? Check out the SmartCoach program at <http://www.smartcoach.biz>

6. **Offer training** - Research shows that employees who are learning new skills are less likely to leave their jobs, especially in the middle of a program. Training can take many forms...classroom, on-the-job, books, online courses, etc.

7. **Develop strong managers** - Employees will stay in a company where management is strong with high standards and expectations clearly defined.

8. **Remember what employees want from work** - According to the National Labor Relations Institute, the top four desires of employees are: full appreciation for work done, feeling "in" on things, flexibility for personal/family concerns and job security.

What questions do you have about recruitment and retention in the next 30 years? What ideas to help this situation? Go to our blog at <http://blog.smartgrowth.com> to share your thoughts with us.

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 SmartGrowth, Inc., Englewood, Colorado
 More Money, Less Work, More Fun! (tm)
 CEO & Publisher: Pam Watson Korbel
 Tel: 303-790-9131 Fax: 303-790-9356
www.smartgrowth.com

More money, less work, more fun!
SmartGrowth, Inc.

88 Inverness Circle East Ste. F108, Englewood, CO 80112
 303.790.9131 Fax: 303.790.9356 info@smartgrowth.com
 CEO & Publisher: Pam Watson Korbel
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