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Best practices for companies moving to the next level

December 19, 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 Friday Morning - Are You Having Fun?

As a business coach dedicated to helping clients enjoy "more money, less work, more fun (tm), I like to ask clients and prospects - on Friday morning - if they are having fun.

Entrepreneurs who are truly having fun always answer this question by talking about their business. Those who are not having fun start telling me about their plans for the weekend.

If you are reading this focused on your weekend rather than business, then I suggest you do some soul searching between now and January 1 to determine from where you derive your energy and how to increase that energy that drives fun. Your goal should be to start 2009 full of energy and fun.

To ascertain your degree of energy leading to fun, here's a checklist:

1. **Clients** - do you love to get calls from clients? do your clients give you referrals or do you always worry that they are about to fire you?
2. **Employees** - do you walk the halls looking for employee success stories? do you duck into the restroom to avoid an employee confrontation? are these feelings driven by their performance or lack thereof?
3. **Money** - do you sleep through the night knowing that you will pay this month's bills easily? do you avoid phone calls so you do not have to talk about money?
4. **Value Proposition** - do your clients tell you how much money they are making because of your help? do they argue with you when you raise prices?
5. **Office Space** - does your energy pick up when you walk into your work space? do you constantly comment how you need to get rid of the clutter?
6. **Management Team** - are your executive meetings energetic,

and executives; facilitation of strategy; and management development training to entrepreneurial companies.
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fun, vivacious, mentally stimulating? do you have to twist arms to get your managers to attend meetings?

7. **Processes** - do you look forward to new projects because you have templates or "cookie cutters" to use? does every project become an exercise in creativity with unpredictable results?

8. **Industry** - are others, including the media, competitors, suppliers, seeking you out for your industry wisdom? do you scratch your head trying to figure out how your competitors get ahead?

9. **Stories** - do you have great stories to tell about your progress, success, trials and tribulations? do you find yourself listening to others tell their stories, mystified about how they achieved success?

10. **Leadership** - do you love to stand in front of clients, employees, managers, industry peers, etc. and share your insights? do you run from every opportunity to talk publicly?

These questions can provide valuable tips on how to align your life with your business so that 2009 is more fun. Follow your passion and your energy, the money will follow.

Read my blog at <http://blog.smartgrowth.com> for more.

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