



Best Practices for Companies Moving to the Next Level

January 8, 2010

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January 21, 2010
12:05-1:00 pm MDT

To discuss **Start with Why: How Great Leaders Inspire Everyone to Take Action.** by Simon Sinek

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

First, Inspire Yourself

For two days this week, after suffering an eye injury, I was forced to give up television, computers, books, newspapers or any media that requires your eyesight. The radio it was. And as I listened, one theme kept recurring.

First, I noticed that every station kept repeating the story from the Conference Board that more than 60% of Americans are not satisfied in their current jobs. And then contrasted that with the ESPN radio show hosts who kept sharing their gratitude that they get to 'work' at what they 'love.'

Juxtaposed against those stories is my current reading book **Start With Why: How Great Leaders Inspire Everyone to Take Action** by Simon Sinek. In the introduction of this book, Sinek asks the question, "What inspires you?"

With plenty of time on my hands, and this being January after all, what better opportunity for some introspective thinking. (By the way, you can do New Year's resolutions anytime; don't fret about deadlines for resolutions.)

Here are my best introspective questions to help you uncover what inspires you:

1. What would you do if you knew you would not fail?
2. What gives you energy and takes it away? Write these down at the end of each day and watch for patterns.
3. What 5 radical changes could you make to your life this year to achieve your dreams?
4. What is your unique ability and how are you using it?
5. Are you having fun? What provides fun for you?

improve.

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

Wondering how you stack up on these issues? [Take our Growth Assessment](#) to find out!

Check out the SmartGrowth the [Recommended Reading List](#).

[Order NOW!](#) Get Pam Watson Korbel's book ***More Money, Less Work, More Fun*** and face your business challenges.

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What takes it away?

6. Of what are you afraid?
7. At your 75th birthday party, what do you want people to say about you?
8. What are 100 experiences you want to have before you turn 75?
9. What do you know that no one else knows?
10. What is your economic driver?
11. What is your big hairy audacious goal (BHAG)?

Answer these questions about your life and your career. I suggest that you create a journal with each question at the top of a page and write in your responses as they occur to you. Then on January 31, go back and highlight the top five changes you want to make first. When you finish those five, pick five new actions.

In the end, let your dreams be your inspiration. Happy new year!

For more in-depth introspective questions, send me an e-mail (pam@smartgrowth.com) for a broader coaching exercise.

[Click here to visit the SmartGrowth blog.](#)

More money, less work, more fun!

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