



SmartSolutions Newsletter



Best Practices for Companies Moving to the Next Level February 27, 2009

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Participate in a FREE Webinar!

Join Pam Watson Korbel for:
***Reinventing Your
Profitability***

Wednesday, March 11, 2009
Time: noon - 1 pm MST

RSVP to
office@smartgrowth.com

7 Synergies for 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. Values validate valuation
6. Lead to create and maintain wealth
7. Monitor, monitor, monitor ... whatever you measure will improve.

And the intangible ... the quality of the CEO is directly proportional to the quality of the company

'Tis the season to re-invent your profitability

In my coaching and workshops with entrepreneurs this year, I make it standard practice to first ask about each company's 'economic driver.' Yes, that [Jim Collins principle](#) on how you make money.

Every company needs to know how it generates profit ... profit/customer; profit/day; profit/job; profit/employee; profit/product, etc. **Your number one task in this recession** is to determine what measurement drives the economics of your company.

Once you know your economic driver, follow these guidelines:

1. **Measure your economic driver daily or weekly.** A Denver telecom company counts new orders every day and then posts them on a company graph in its lunchroom and Intranet.
2. **Watch the measurements and always confront the brutal facts.** One small manufacturer discusses trends in its economic driver at weekly a management meeting.

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

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

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

SmartGrowth provides business coaching for CEOs and executives, strategy facilitation, and management development training. [Contact us](#) to get started!

Interested in becoming a business coach for entrepreneurs? Check out the [SmartCoach program!](#)

Visit [SmartGrowth's website](#) for new information and opportunities!

3. **Maintain a bias to action.** A computer services company maintains a 'stop' list, also advocated by Jim Collins, as a result of analyzing trends.

4. **Promote the simple over the complex.** As the CEO of highway construction company says, "if it is too complex for our front line to understand, it is too complex to solve the problem."

5. **Turn away opportunities** when they are 'too big' or 'too complex.' The true sign of a disciplined company is the ability to say no.

6. **Do Not Lurch.** Look for opportunities that provide steady results as opposed to spurts. One application software company found that it could double sales annually just by asking each sales person to sell one more application each month than she/he sold the previous month.

7. **Develop excellent people systems and forget supervising.** One of the largest expenses for any company is human resources. Set up systems to define expectations and measure results and decrease your time supervising.

8. **Use technology** when there is a direct and immediate benefit. However, let your competitors fine tune marginal technology tools before you adopt them.

9. **Attend the FREE SmartGrowth Webinar "Re-inventing Your Profitability"** on March 11, from noon to 1 pm MST. Learn more in-depth techniques for each of these guidelines to improve your profitability. **To participate in the webinar, RSVP to office@smartgrowth.com by March 10.**

Don't forget to check out [Pam Watson Korbel's blog](#) for the latest tips, trends, and new ideas to help your business succeed!

More money, less work, more fun!

[SmartGrowth, Inc.](#)

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