



Best Practices for Companies Moving to the Next Level

March 27, 2009

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Join Pam Watson Korbel for:

Become the CEO of Your Life

Wednesday, April 15, 2009

Time: 3:30-4:30 pm MST

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Monday, April 20, 2009

12:05 to 1:00 pm

To discuss: **Outliers: the
Story of Success** by Malcolm
Gladwell. [Visit our Events
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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

Get Movin'

Three years ago I talked to a group of entrepreneurs on the subject of *"Becoming the CEO of Your Life."* Beforehand I surveyed each attendee with questions that were divided into two categories: business results and wellness.

Under business results, attendees answered questions about their revenues, sales growth, profitability, and number of employees over a three-year horizon. Then, under wellness they told me about the CEO's resting heart rate, blood pressure, number of cardiovascular workouts a week, diet and daily plan to refresh himself/herself.

By comparing the two sets of data, I noted a direct correlation between **positive business results** (improvement and growth year to year) and the **wellness** of the CEO.

So, if you are struggling with your business in this economy, my advice to you is to **get movin'**. *"You are what you eat."* (anonymous). Your body projects your state of mind.

Others are attracted to people who feel good physically and about themselves. Discipline begets more discipline, which begets results.

As that guy on the television ad says, *"wellness is a decision."* Here are some thoughts on where your energy should be focused:

1. [Complete at least four cardiovascular workouts](#) and three weight sessions a week. And remember to

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.

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 Korb'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!

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- three weight sessions a week. And remember to take one day off so that your body can rest.
2. [Keep metrics](#) on your physical fitness - resting heart rate, blood pressure, weight, etc. and then track your improvement.
 3. [Set goals](#) for your fitness, diet and wellness.
 4. [Spend at least one hour per day](#) alone, either meditating, reading, exercising, hiking, in nature, etc.
 5. [Change your diet](#) to more protein, fresh fruit and fresh vegetables and cut back on carbohydrates, alcohol, sugar. Try cooking at home without processed foods every night except one each week.
 6. [Drink several glasses](#) of water a day totaling one-half your weight in ounces. (Eg. 50 ounces of water for every 100 pounds of weight.)
 7. [Set one theme](#) for the next quarter and develop personal goals to improve yourself. For example, your theme might be 'discipline to grow' and you would set goals to exercise four times a week, keep a daily planner, and go home on time three out of five days a week.
 8. [Take a class](#) to improve yourself focusing on your quarterly theme.
 9. [Start every day](#) with 3 positive affirmations.
 10. [End every day](#) with 5 gratitudes. And write 5 thank you notes a week.

My survey showed that CEOs who exercised four or more time a week ran companies with profitability of 3 percentage points higher, even in a recession.

If you would like a copy of the SmartGrowth "*Become the CEO of Your Life*" Assessment, e-mail pam@smartgrowth.com.

[Check out our blog!](#)

More money, less work, more fun!

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