



# SmartSolutions Newsletter



## Best Practices for Companies Moving to the Next Level

April 24, 2009

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### Participate in a FREE Teleseminar!

Join Pam Watson Korbel and  
Dr. Laura Belsten for:  
***Balanced Leadership:  
How Emotional  
Intelligence Can  
Deliver More Sales  
and Profit to Your  
Company***

Friday, May 8, 2009  
Time: 12:05-1 pm MDT

Call 1.712.432.0080 and use  
participant code 855905#.

[Visit our Events page](#) for  
more information!

### [Participate](#) in our new book club!

Monday, May 20, 2009  
12:05 to 1:00 pm

To discuss: **InfluencersThe  
Influencer: Strategies for  
Leading Change**, by Kerry  
Patterson, Joseph Grenny,  
David Maxfield, Ron McMillan,  
Al Switzler; Macgraw - Hill,  
2008

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Event?** Check our [Audio  
Programs](#) page for available  
recordings!

### 7 Synergies for Business Success

1. Grow from the inside out
2. Develop a brand promise  
and live it daily

### A Fable (kind of):

#### ***Soft Skills Lead to Hard Business Results***

Larry Linschneider, CEO & Owner of Linschneider  
Construction Co. (LCC), has watched his highway  
construction business slowly decline since November 2007,  
when economists now say that the current economic  
recession began.

During the last 18 months, new projects are starting at a  
rate of 1 per month versus an average of 2 per month  
previously. Consequently, sales revenues are 60% of the  
norm from 2006 and profit has slid 5 percentage points to  
3% for 2008.

More importantly, work is not fun for Linschneider anymore.  
His employees act like children so he stopped having staff  
meetings. The managers who report directly to him lack  
motivation so he quit managing them. The 'yard' where  
equipment and supplies are stored is messy and two safety  
incidents occurred there in the past three months. Plus, at  
a time when it would make sense for Linschneider to be re-  
kindling relationships to take advantage of potential  
construction opportunities through the Economic Stimulus  
Plan, he chooses to withdraw even more spending most of  
his time in his office on his computer. And two 'A Player'  
executives with LCC are now shopping for jobs with the  
competition.

While the names, company and statistics have been  
changed in this scenario, it is all too common.  
Unfortunately, Larry Linschneider and many of his executive  
peers have not read the white paper by Six Seconds, Inc.  
entitled "The Business Case for Emotional Intelligence."  
(For a copy, e-mail [pam@smartgrowth.com](mailto:pam@smartgrowth.com).)

If Larry and other executives had this report, they would  
have learned:

**Personal awareness** among leaders is the number one  
cause of declining and failing businesses. Larry has given  
up all his personal power to the karma called the economy.

Employees take their cues from their **leaders** on how  
to act and as a consequence change their behavior to  
mirror the boss. Larry's job isn't fun anymore because  
attitudes are contagious.

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.

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!](#)

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Research by Six Seconds shows that 76% of business issues are **people and relationship** related versus 24% technical and financial. Yet, executives like Larry spend hours tweaking cash flow reports to improve profitability.

**Sales** in companies that put a high value on people and relationships internally and externally can be as high as 37% more. Small and mid-sized companies that focus on high customer service can find opportunities in a recession.

**Profit** in these same companies runs 27% higher, largely due to a company's ability to take work away from competitors who do not value service and loyalty.

Employees with high **achievement motivation, empathy and self confidence** are more productive than those with just high intelligence. And doing more work with less people is key in a recession.

The Gallup Organization's research shows that 75% of **workers are disengaged** in their jobs resulting from the lack of useful feedback, poor assignment of tasks, not seeing the value of their work and working in a negative work environment. Retention of 'A Players' is critical during a recession because forward-thinking companies consider this a good time to steal them away.

The Six Seconds research shows that *hard results can be derived with soft skills*. Do you get it?

Join SmartGrowth, Inc. for a teleseminar with Laura Belsten, MCC, PhD, President of CEO Partnership, to hear more about the role of emotional intelligence in growing companies. See the upper left column for more details or visit our [Events](#) page.

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***More money, less work, more fun!***

[SmartGrowth, Inc.](#)

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