



Best practices for companies moving to the next level  
Friday, April 27, 2007

**In this issue...**Top 10 methods to embrace a "learning culture"

For the Recommended Reading List from SmartGrowth, Inc., [click here](#).

### **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. Values validate valuation.
  6. Lead to create and maintain value.
  7. Monitor, monitor, monitor  
...whatever you measure will improve.
- Plus...**The quality of the company is directly proportional to the quality of the CEO.

For an article about the 7 Synergies of Business Success [click here for the article](#).

### **Opportunity:**

**Free Assessment** To see how you stack up against other growing companies, complete the 7 Synergies of Smart Growth Assessment - write [info@smartgrowth.com](mailto:info@smartgrowth.com) or [click here for the assessment](#)

[Click here](#) to order Pam Watson Korbels book "More Money, Less Work, More Fun™! 123 ideas for smart growth in today's business environment."

[Contact Us](#)

### **Embracing a Learning Culture**

In the book "The Fifth Discipline: The Art & Culture of the Learning Organization," Peter Senge sets up the hypothesis that businesses must promote continued learning in order to adapt to the future because of the rapid increase of information and knowledge.

At the Gazelles International Sales & Marketing Summit, CEO Verne Harnish said it as well, "Whoever learns faster wins."

Here's 10 ideas about how to sharpen the saw in growing businesses:

1. [Get employees involved in gathering intelligence about your business](#). Front line employees receive the most information about what your customers want and how they feel about the company. Great companies set up systems to regularly debrief employees on client feedback.

2. [Monitor employee feedback and systematically review it in management team sessions](#). Retaining your "A Player" employees will be an obstacle for many companies because of the shrinking labor pool in the United States. To retain employees, great companies monitor or benchmark employee satisfaction and systematically review issues.

3. [Adopt weekly CEO Council meetings to work on the business not in it](#). Staying ahead requires the strategic minds in each company to rise above daily operations weekly and work on forward-facing issues. The CEO Council meeting provides this avenue.

4. [Develop a system to regularly study and gather data about your competitors](#). Your customers keep tabs on you; are you doing the same? Do you maintain files with information about each competitor?

5. [Help every executive including the CEO to set education and training goals for themselves](#). Employees embrace their own development when executives set an example for learning as a lifelong process. Executives of great companies participate in at least one major leadership development program a year.

6. [Guide every employee to set personal education and training goals](#). Every employee should expect to learn every year with development goals established for each

scorecard. Many growing companies can improve their training budgets by applying for state grants that support employee development in companies that are adding jobs to the local economy. Check your state's department of labor for more information on these grants.

7. **Develop a company library.** Establish a budget every year to add books, CDs and DVDs about topics of interest to your company and its employees.

8. **Design systems for "on the job training."** Harness the collective knowledge within your company by cross training employees and hosting "lunch n learns" about company specific topics.

9. **Promote internal mentoring and coaching.** Employees with an internal mentor or coach are less likely to leave your organization. For a free copy of how to set up an internal mentoring or coaching program, e-mail [pam@smartgrowth.com](mailto:pam@smartgrowth.com).

10. **Participate in industry associations.** These organizations provide competitive intelligence, training and peer advisory opportunities that help you to keep ahead.

---

-----**More money, less work, more fun!**<sup>TM</sup>

**SmartGrowth, Inc.**

14 Inverness Drive East Ste. B220, Englewood, CO  
80112

303.790.9131 Fax: 303.790.9356

CEO & Publisher: Pam Watson Korbel

Copyright 2007 All Rights Reserved

[info@smartgrowth.com](mailto:info@smartgrowth.com)