



SmartSolutions Newsletter

Best practices for companies moving to the next level
Wednesday, February 6, 2008

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 improve.

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

For an assessment to see how you stack up on these issues, [click here](#)

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

Click here for an order form for Pam Watson Korbel's book **More Money, Less Work, More Fun! 123 ideas for smart growth in today's business environment** - <http://www.smartgrowth.com>

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Leadership Makeovers

Is it possible to re-make your leadership style? You betcha! Just look at now Super Bowl Champion Head Coach Tom Coughlin of the New York Giants.

One year ago, Coughlin was invited to convince his boss that he should keep his job coming off a blistering year of player criticism for his militaristic leadership style. To effectively change, he put together a player council to give him feedback on team morale and decisions. He organized "social nights" for the team when football was put on the back burner for bowling trips during training camp. He also became more of a cheerleader instead of director.

The results are now infamous. Coughlin's style change resulted in stronger team dynamics, which led to the team's recent success.

In the mid-1900's a similar situation occurred within a San Diego business that hired the retiring colonel of the U.S. Marines Depot to be CEO. The rumor mill buzzed for months about how a colonel would run a publishing business.

Within two years, the colonel was gone. And then he reappeared after a one-year sabbatical. What did he do during that time? He went to "charm school, as he said, learning to change his style to match the needs of employees. And his success improved similarly to Coughlin's.

While these two stories focus on changing more militaristic styles, some leaders need to make other types of changes...such as enforcing the rules, asking employees to make decisions that you should be making, holding people accountable, etc?

How do you re-invent your leadership style?

1. [Get feedback](#) - You need a confidante within your company to tell you how employees interpret your actions.
2. [Get feedback](#) - Form an employee panel of A players and level with them about your desire to change.
3. [Get feedback](#) - Hire a coach. Using a tool/assessment to analyze your style will help you and a coach to be more objective.
4. [Devote time to learning](#) - Spend time in a leadership program and read everything you can about the styles of successful leaders. Make this a priority on your weekly schedule.

As Ken Blanchard, author of the classic **One Minute Manager**, says, "feedback is the breakfast of champions."

Here's a link to a CNBC business story about Tom Coughlin's style change:

[Tom Coughlin: Management style analysis - New Jersey Local & Small Business News – Economics & Finance News Articles - NJ.com](#)

More money, less work, more fun!

SmartGrowth, Inc.

88 Inverness Circle East Ste F108, Englewood, CO 80112
303.790.9131 Fax: 303.790.9356 info@smartgrowth.com
CEO & Publisher: Pam Watson Korbel
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