



SmartSolutions Newsletter

Best practices for companies moving to the next level
Friday, February 29, 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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Lessons about Change from the Campaign Trail

While participating in my Colorado presidential caucus, the feeling of "change is a coming" pervaded the room. I could only think of *Our Iceberg Is Melting: Changing and Succeeding Under Any Conditions* by John Kotter and Holger Rathgeber (2005, St. Martin's Press).

In this book, the authors create a fable about a colony of penguins realizing the inevitability that their iceberg will melt, after centuries of resisting the notion.

As markets, economics and politics impact business change, CEOs and executive teams need to be asking these questions about their organization's readiness for change:

1. **Are you procrastinating on change?** As the book *Our Iceberg Is Melting* points out, you can not procrastinate because tomorrow a new change will be presented.
2. **Who monitors the need for change?** Ultimately the CEO drives effective change, and s/he needs to be supported by a collaborative executive and management team.
3. **Do you have a shared vision and strategy?** If not, what context will help you to analyze needed change.
4. **How do you communicate change?** Is their one spokesperson or multiple? Are multiple forms of media used (written, verbal, visualization, etc)? Do you check that your message gets through?
5. **Who implements change?** Driving change at the front-line is the most effective. Have you empowered your front-line managers and employees to look for opportunities to change?
6. **Do you reward "small wins" in change?** Publicly recognizing change agents who make small progress will inspire others to change.
7. **How persistent are you at inspiring change?** Employees may perceive executive-level desire to create and implement change as "fads." Persist beyond the fad.
8. **Does your culture value change?** What is your culture code? Do you value change as an organization? How would a stakeholder know that you value change?

Change Guru Kotter outlines his eight steps for effecting change. [Click here to read more](#)

More money, less work, more fun!

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