



## Corley Hanson Associates Newsletter

Making Your Business a Team  
Sport!  
October 2006

### Greetings!

Fall has different meanings for different people. To some it means the business of the fourth quarter, to others the changing of the seasons and to others the hunkering down as we head towards the holidays.

One undeniable fact of life is that we need to “control what we can control.” This month we look at the environment as a factor that can be controlled as well as how you and others play the “role” of manager. Will Corley also brings more clarity in his poem — Visible Leaders.

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### The Impact of Your Physical Environment on Business

An office is an office, right? Wrong! There is a huge impact on what an office environment says to the people who work there, to the customers who visit, and to the potential creativity of the business. Google, for instance, is well known for its creative environments. The primary colors of their logo are used throughout the organization in rugs, and wall colors. There are plenty of bean bag chairs, areas to sit in, refreshments (that's a whole other story!) and ways to create a environment which exudes creativity. And who could argue with Google's success.



Cranium, who makes the board game sold through Starbucks and many other products, created an environment in their workplace that was a duplicate of their board game. They have many lessons to teach other businesses about how to encourage creativity and celebrate successes.

What does your business do about the creative environment? In an article from [Entrepreneur Magazine](#) (August 2006), they said when you put interesting posters, pictures up on the wall – they need to be changed every three months because people become blind to them. What are some of the things that you can do in your office that would stimulate creativity, connection – whatever it is that your business is about?

- What do you want to be known for?
- What do you want people to feel when they walk into the company, either as an employee or as a customer?
- How can you make people smile and get more energy from what they do?

### **The Fine Print of Designing an Environment**

We work with a number of great companies who have great teams. An environment has a huge impact on how these teams work together.

- Are people in separate offices?
- Does the separation impact the ability to communicate and create together?
- Are people in operations separate from people in sales yet the business framework has both groups working together as a team?

The environment that we create has a lot to do with the behavior that surfaces. If you want a team to work together seamlessly, you need to create an environment where that is possible. If teams are having issues and difficulties, take a step back and look at how they are physically set up. What could happen to shift this environment that would help the team work better together?

Tune in next month to learn some Feng Shui tips for your office and business life.

### **The Role of the Manager: Perspectives from the Box Office**

**Manager/Leader plays a role/part:** We are going to look at the role of a manager from the viewpoint of a movie or theatre production. Understanding what it takes to play an outstanding manager is like an actor that truly understands what he has to play and what he is trying to accomplish. Remember it will be the audience that is the final judge of whether you succeed, as well as the box office. The goal is that you are contributing to something special which is bigger than you.



### **What have you learned? How would you answer this question for yourself?**

What does being a manager require for the role to be successful? Where should your focus be? What are your objectives as a manager in this role? No actor succeeds by themselves but is dependent on the other actors to succeed. The other actors need to know their parts (being fully engaged in their part) and what the play or film is all about, will they be judged by their performance and if the parts contribute to a greater whole. Your role is both a director and actor in the film you are shooting everyday.

When you enter a 1-1 meeting with a team member, what does this require from you in this scene? When you are leading a team meeting, who do you have to be? What will determine success for everyone? What would your boss say should happen? What kind of energy do you want to create in these meetings?

Understanding the key to your role is how you make others better around you.

**Important Distinction: The Manager/Leader role is distinct from the person playing it.**

**Bringing all of you to the role** - The best actors bring all of themselves into a role or at least the parts of themselves that are required for the role. They are not the "Godfather." Al Pacino is not the Godfather once he leaves the set. However, when you are in that role, at that moment you need to pour all of you into that part. The role is your stage.

**The cast** - Who do you have on your team? Putting them in the right roles is key. The right cast for the right team, context and business is critical for success. And like a movie or play, the preparation, including the thought that goes into what each role requires knowing what purpose and results you are looking to achieve in each scene.

**Questions to think about?**

- What role are you playing with your Team?
- When do you play the role of Coach?
- Do your "cast members" know their role?

## Visible Leaders

Where the day to day of business blinds our way  
An excuse that will no longer hold or sway

Leaders need to see to be seen

In this fog we know as business  
What is lost is often right in front of all  
The key is seeing it through our eyes  
To go beyond desktops  
To walk the floor that once seemed like distant shores



It is here leaders need to graze  
Stepping into the fray for it is hard to know the world when enclosed by four walls  
What great cost for leaders who lead behind closed doors

For us all

And when you venture where you have not it is easy to fall back  
And not see what begs to be seen or heard  
It is in simple conversation that so much can be gained and learned  
But sadly you mostly ventured alone

Get out  
Take a break  
See and experience your world

The world of others  
Open your eyes

Find that passion begging to be heard

Behind disgruntled people wanting more  
Where both were blind  
Together you can right the wrong  
Open hearts open so many doors

With all now set to see  
What is possible when working side by side  
Dancing on the dance floor  
Seeing for the first time

Where a leader has to lead

To be felt  
To be seen  
To be heard  
Visible in our minds and hearts  
Knowing we are together

Once lost you are now found  
A leader leading with all

## TV Review: Heroes

Usually this space in our newsletter is about movie reviews, but quite frankly the movies coming out this fall have not been worth reviewing from my perspective. However, Heroes actually is a show that is very intriguing. It is about ordinary young people who discover they have extraordinary abilities. Each week the show builds to a cliff hanger as our heroes begin to make sense of what their purpose is and the danger facing the world. They learn that to confront the dangers facing mankind and the immediate danger of a nuclear bomb, these heroes will need to find each other and come together.



I must confess that all of my life, fantasy and science fiction have been a genre that I have loved. This show is one I would strongly recommend to watch or Tivo.

## Associated Content: The Ultimate Content Exchange!

Content on the web is hot! Associated Content, a client of Corley Hanson Associates, based in Denver, Colorado, is a web-based publishing company whose goal is to provide the ultimate venue for people to exchange content! It's a great resource to research information and connect with the people behind it. You can access and publish information on fitness, technology, travel, art, sociology, film, and just about every topic imaginable.



[www.associatedcontent.com](http://www.associatedcontent.com) has developed an easy to use publishing platform that is both search-engine-friendly and accessible to all Internet users. Anyone can post news, information, and articles along with your bio and/or organization's information. There are no hosting fees for contributors. Associated Content's revenue is derived from site advertisers. Contributors are called Content Producers and those who excel get paid for going to the site to publish their information.

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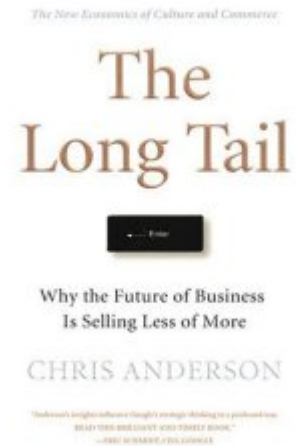
## Book Review: The Long Tail, Why the Future of Business is Selling Less of More

by Chris Anderson

*"Anderson's insight influence Google's strategic thinking in a profound way. Read this brilliant and timely book"*  
Eric Schmidt, CEO, Google

This is a fascinating read about insight into what impact technology and the internet is having on the world and the economic structure. It is a must read. Chris Anderson paints a picture of the world at a crossroads of change, where we have moved from a scarcity model of hits and limitation to a much more abundant world of niches and non hits.

[To order this book](#)



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