



Corley Hanson Associates Newsletter

King Your Business a Team Sport!
April 2007

Dear Wendy,

When was the last time your team or organization came together to look at where you were going? We call it "**Slowing Down to Move Fast.**" The time to use the collective wisdom of the team is now. Leadership is all about using the strengths of people to move the organization forward. Are all the people on your team using their strengths and talents?

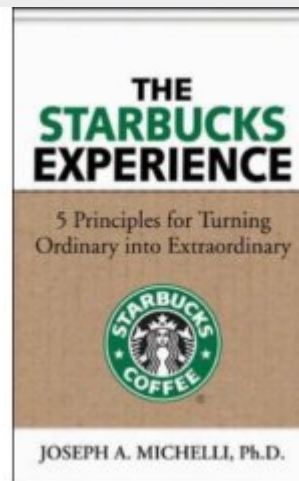
Planning an offsite can be just what you need. Call us and let's discuss the options and the opportunities.

Wendy Hanson and Will Corley
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Book Review: The Starbuck's Experience: 5 Principles for Turning Ordinary into Extraordinary



by Joseph A. Michelli

The author provides the secret to Starbuck's success in such a clear and powerful way I was very tempted to apply for a job. This book provides the principles and leadership that has been critical to Starbuck's magic and business growth. The author provides the reader with example after example of the five key leadership principles:

- Principle 1: Make it your own
- Principle 2: Everything matters
- Principle 3: Surprise and delight

Why Didn't I Plant the Crocus Bulbs?

It's spring. On the east coast, you begin to see buds on the trees and the first sign of color in the black, white and brown winter world, and the crocuses bring that color. Mostly purple, they peek those little heads up and smile at the world telling us that all things are possible.



For at least the second or third year in a row, I go out to my yard, after coming back from seeing some beautiful crocuses, and say, "Why didn't I plant the Crocuses?" I would be enjoying the beautiful color now, but I need to remember to plant them in the fall. It occurred to me that this is very much like many things in our life. If I would have started putting away 10% of my salary 10 years ago, look at what I would have now. If I started this diet six months ago, I would be at my ideal weight now. What are some of those things in your life that you need to do because if you don't do it now or mark your calendar to do it at the appropriate time, you will never get the outcome you want.

So what things are you not doing in your business or in your organization? What will make a big impact if you just get started? What seeds or bulbs do you need to plant to be ready for next year?

So, you missed the crocuses but you can put a little tickler on your calendar for next fall. Depending on your region of the world, organize your time frame so that you remember to get in that cycle. And like with crocuses, once you are in the cycle, you get blessed with it repeating itself over and over without any effort. Do it now my friend, do it now!

- Principle 4: Embrace resistance
- Principle 5: Leave your mark

And what really caught my attention was how the leaders of Starbucks, starting with the founder Howard Schultz, built a company based on partnership. "One of the ways in which we express the nature of what it means to be a Starbuck partner is through the Green Apron Book. It's a pocket-sized book that puts into words some of the core "ways of being" that you need in order to be successful at Starbucks. *They are be welcoming, be genuine, be knowledgeable, and be involved.* They are simple words, and they distill everything you need to know about Starbucks and the people who work there."

[To order this book](#)

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Email: Say It In the Subject Line

by Sheryl Lindsell-
Roberts

Recently met Sheryl, a wonderful writer, trainer and business person, and thought we would share her wisdom around emails!



Email is the main stop on the information superhighway - one of the primary tenants in cyber real estate. It has replaced many of the letters and memos business people used to write, but the ease of sending and receiving creates inherent problems. People have a tendency to prepare email messages on the fly and fire them off to everyone in the universe. Always remember that *email is a serious business tool, and you should treat it with the same respect as any other business document you write.*

[To read the complete article. . .](#)

Wendy's New Venture: TheSassyLadies.com



Business is business. It comes in many sizes and flavors. Wendy and her

fabulous colleagues, Michelle Girasole and Miriam Perry, have teamed up to help women who want to start a business or grow a business.

Go to www.TheSassyLadies.com and check out:

- Getting Down to Business Retreat in August
- Join our mailing list and get "The Sassy Ladies 30- Day Guide to Focus and Fulfillment in Business"
- Join an upcoming "Let's Do Lunch" call about entrepreneurial issues for women

- Get ready for our eGuide - The Sassy Ladies' eGuide: How to be Successful in your First Year of Business

[The Sassy Ladies website](#)

Movie Review: Mr. Holland Opus starring Richard Dreyfus

This movie is well worth renting (or re-renting!). It's the story of a teacher who stumbled into his calling kicking and screaming. He literally changed the life of many students because he cared and had the passion of his conviction. There is a great scene called, "Not the notes on a page." He teaches his student that to play great music, it is not about the notes on the page, but what you have in your heart. It speaks to the special uniqueness in each one of us. This is a movie which demonstrates how we need our leaders/teachers to inspire us. I have seen this movie many times and it still moves me. It's a movie we use with teams because for us, the best teams play a symphony-leveraging each individual's talents. It's a symphony we could never achieve alone.



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