



Corley Hanson Associates Newsletter Making Your Business a Team Sport!

July 2007

Greetings!

It's July and we are in the heat of summer. . . what's heating up in your life? Business has been heating up for CHA and our team has been heating up as well. We are working on some large projects this summer and have welcomed new coaches and leaders to join us. We also attended a great event with the The Five O'Clock Club in New York City and Corley Hanson will be presenting in December at one of their big events. So summer time and the living is busy. . . that's good :')

in this issue

- [Book Review: Pour Your Heart Into It \(How Starbucks Built a Company One Cup at a Time\)](#)
- [What Does It Take To Be An "Intrapreneur" In Your Company?](#)
- [Time Management Truths](#)
- [RISBDC](#)
- [Movie Review: Hairspray](#)
- [Welcome Debra Wilton-Kinney](#)

What Does It Take To Be An "Intrapreneur" In Your Company?

Big businesses and small businesses are full of entrepreneurs. Entrepreneurs are usually the starters, the people that think outside the box, make things happen, and create change. No matter what you do within a company, you can come at that as an "intrapreneur". Using the skills and talents of entrepreneurs/intrapreneurs will help you expand your personal boundaries and business possibilities.

So let's look, what are the talents that entrepreneurs bring to the table?

- Innovative and forward thinking
- Action oriented and a focus on execution
- Aware of the impact of products and services they have on the market
- Looking at multiple areas outside of their own focus for different perspectives
- A good entrepreneur examines their self limiting assumptions
- A good entrepreneur creates a diverse network which provides new perspectives
- An entrepreneur takes risks and figures out how to take calculated risks
- An entrepreneur is often playing with their own money or the money of their investors so they have a different attachment to their decisions
- An entrepreneur looks for early adopter signals in the market

There is an expansiveness that an entrepreneur brings to their own business that an intrapreneur can bring to a company. Often times, in companies, we "drink the Kool-Aid". We get attached to the norms which have been established. We rely on history to tell us what the future might bring. We have a cast of characters which have stayed with the package or come with the package that we need to make part of the plan rather than bringing in the characters who need to be part of the plan.

A great lesson for anybody in a larger size company is to ask themselves, "Am I using my entrepreneurial mindset to move my project, my team, my strategy in a different direction?" "If my money was on the table, how would I look at my risk factors?" "What are the business results that will really make an impact?" "What assumptions am I holding that are keeping me from thinking in a new way?"

So our challenge to you is put on that entrepreneurial mindset. Sometimes people that are entrepreneurs need to leave companies and go off on their own and get things started. Other people can use that same skill set and that same energy to really create a difference within their own organization. But the entrepreneurial muscles need to be identified, strengthened and focused on. Perspectives need to be shifted. Paradigms need to be broken. What can you do today that you can take an entrepreneurial perspective on to make a difference in your organization?

Check out "intrapreneurship" on wikipedia.

Time Management Truths

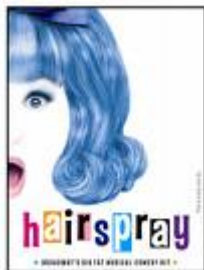
Embracing these four fundamental truths leads to a more productive and fulfilling experience.

1. *You cannot manage time. You can only manage yourself in respect to time.* Since time continues to flow - you can neither speed it up nor slow it down - the sole change you can make is to your actions.
2. *The less time you think you have to "stop and get organized", the more you need to stop and get organized.* Any investment in planning and preparation will afford you twice as much time to get things done.
3. *Work expands to fit the time designated for it.* So, the more time you allocate for a task, the longer it will take to complete it.



"I don't have time to do that" is a misguided statement. Everyone has the same amount of hours in a day. *How you use yours is strictly your choice.* Take pride in the fact that you can proactively decide what to do each day. And instead of echoing the above statement, you can say, "I don't choose to use my time in that way."

Movie Review: Hairspray



If you do not go to any other movie this summer (the summer of Transformers and Die Hards, etc.) this is the movie to see. The energy is so contagious, the music so pouncing, you will be dancing in your seats. This is a story of how dreams and passion can make a difference yet it does not take itself too serious. The acting is top notch and you won't believe John Travolta. I truly walked into this movie not expecting much and walking away completely entertained.

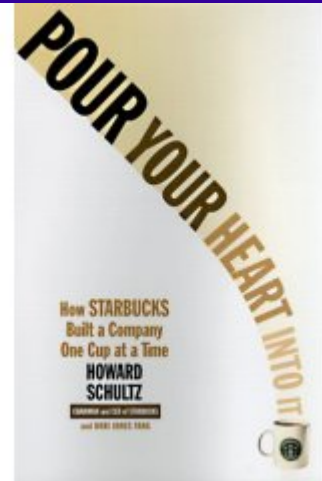
Book Review: [Pour Your Heart Into It](#) (How Starbucks Built a Company One Cup at a Time)

by Howard Schultz and Dori Jones Yang

While this book is about the journey of Howard Schultz, it is a story that entrepreneurs, managers and patrons of Starbucks will resonate with and embrace. There are so many nuggets from the authors about what it takes to build a world class company with a heart. Starbucks Coffee Company is one of the most amazing business stories you will ever read. It reads like a novel. Howard Schultz story of Starbucks is both personal and insightful. You will feel naturally drawn into this world of business and be much wiser for the time you spent.

What resonated most was that as Starbucks continued to grow and being challenged inside and outside, what matter most was staying true to their values. They have created a company that provided a home for both their employees and customers where "everything matters".

[To order this book](#)



RISBDC

If you are in Rhode Island check out the SBDC! Corley Hanson Associates has had the privilege of working with the Small Business Development Center in Rhode Island over the past few years. We are so impressed with what has been going on there. John Cronin, Executive Director, and his mighty team are really making things happen.

SBDC receives some funding from the Small Business Administration (SBA) and they are having a very broad reach with the business community. Many programs such as the RISBDC used to have a reputation as being great for start up companies, but the SBDC of Rhode Island is showing us that mature companies, as well as start up companies, can benefit from its wisdom. There are some wonderful programs being developed for the minority and youth population in connecting and creating partnerships with organizations around the state.

The RISBDC is also a partner with Johnson & Wales University and is creating a win-win relationship. So keep your eye out for the RISBDC. It will help your business go places.



Welcome Debra Wilton-Kinney



Corley Hanson Associates welcomes Debra Wilton-Kinney to the team! Debra hails from north of Boston. As a Leadership and Executive Coach, Organization Systems Consultant and Educator, Debra works across corporate, small business, higher education and not-for-profit settings. Debra has a unique blend of vision, strength, compassion and intuition coupled with a strong practical approach to creating sustainable results. Debra's distinctive coaching methods significantly expand the capacity and effectiveness of leaders to lead authentically, inspire with vision, shift culture, work at a systems level and engage the talents of individuals and teams.

Companies Debra has worked with include UBS, Aetna, Comcast, City of Cambridge, CIGNA, MITRE, OSRAM Sylvania, Wang Global, Xerox, Red Cross, Staples, the United Nations Development Program Office and multiple Higher Education Executive Training Programs. Prior to her consulting and coaching career, Debra had twelve years of experience in various Senior Management positions internal to a High Tech firm. It's been great to work with her on a number of projects. She's awesome!

email: whanson@corleyhanson.com

phone: 401-490-6897

web: <http://www.corleyhanson.com>