



# Corley Hanson Associates Newsletter

Making Your Business a Team Sport!

November 2007

## Greetings!

It's November and Thanksgiving and the holiday season is upon us. . .and then there's football. What can we learn from the game of football? For those of us who are sports enthusiasts and those that are not, there is still a lot of lessons to be learned. This month we are going to look at communication, and how checking in and doing a "huddle" is a great way to increase your score in business.

At this time of Thanksgiving, we send our appreciation to all the people we have had the honor of working with over the past 9 years and our appreciation to those who we will work with in the future. May you all have a safe and happy holiday.

## in this issue

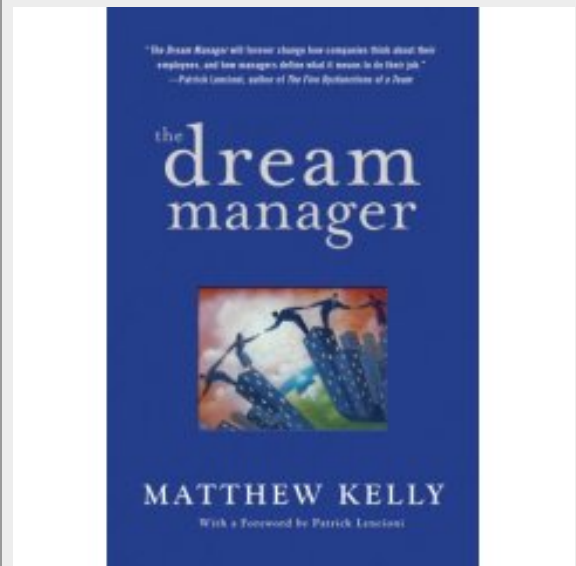
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## Doing the Huddle

We wanted to focus on a business practice that Corley Hanson Associates has talked to many teams about. It's called the "morning huddle". This month there is a great article in Inc magazine describing the huddle and different ways it's used by different companies. We have linked it to the bottom of this article so that you can get even more information and inspiration.

The huddle is a way to keep your team on the same page. Bringing a department, even a small company together for no more than 15 minutes a day is a way to create focus. Some people need focus more than others. You will have some members of the team that hit the ground running as soon as they come into the office and others who really are pretty slow at finding their niche. The huddle gets everyone on the same page and shares information, which will motivate,

## Book Review: The Dream Manager



by Matthew Kelly

This is a book with a simple story and concept that packs a wallop. The author makes a strong case of how helping employees discover and realize their dreams is in the best interest of them and the company. In particular this creates the kind of engagement that becomes contagious and profitable for everyone. Here he states the value of employees dreams.

"The temptation is to convince yourself that your employees' dreams are not relevant to your business. That is only true if your employees are not relevant to your business-and if that were true, why would you employ them.

inspire and help people to make better decisions during the day.

What would a football game be like if team members didn't take time to huddle? They would keep doing plays but there would be no chance to shift any strategy when something else happened. There would be no adjustments in the game cycle. Well it is the same with business, if we don't share the latest information, the newest thing, there is no opportunity to adjust. So try to huddle. Even if you just start huddling a few days a week - it's better than not huddling at all.

To read the article titled, "The Art of the Huddle" featured in this month's Inc Magazine, please [click here](#).

### Time Out Questions

Another variation on the daily check in "huddle" is the huddle at the end of a project. Here are some questions your team can use.

Here's a structure which can be built into the life of a team.

**What happened?** We only want facts here, not opinions.

**What worked?** Keep brief and opinion free, if possible.

**What didn't work?** Notice the language here- it's neither right or wrong. It either works or it doesn't. You have to answer both these questions because they always coexist.

**What did you learn?** (This is the most important question!) Look for patterns of behavior or results, not a single isolated incident.

**What can you do to correct it (if it was a mistake) or leverage (if it was a win)?** You have to answer this question last. Otherwise you may put something into action that could create more problems than you had to begin with.

### FOCUS 500 Strategic Dashboard Project

Should your 2008 growth goals be aligned with daily results?

Would a comprehensive measurement system enable you to implement a strategy to sustain profitable growth?

Can you manage the changes to make it all happen?

Want to know more about Gem who transitioned from a one-truck mom and pop business to an industry leader by focusing on fact-based data with common sense to align better operations and marketing?

Wendy Hanson and Will Corley, founders of Corley Hanson Association, have been selected to be on the Resource Team for this project with Gem and the Small Business

Most employees feel like they are being used. But if you can genuinely convince them that you have their best interest at heart, then you will reverse that belief, and in the process create a spirit of teamwork and loyalty rarely unleashed in the corporate world before now."

[To order this book](#)

### Quick Links...

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Development Center. Companies from all over the country have been able to learn Gem's process through participation in the [Gem Institute](#).

The Focus 500 Project is for Rhode Island companies. It is a special program Gem has embarked upon partnering with the RI Small Business Development Center. Contact John Cronin 401-598-2704 or [john.cronin@jwu.edu](mailto:john.cronin@jwu.edu) for more information.

The Focus 500 Project was recently written up in the Providence Business News. To check it out go to: <http://www.pbn.com/stories/28269.html>.

### **The Sassy Ladies': Latest Resource to Help Entrepreneurs Grow Their Business**

If you, or someone you know, is ready to get a business going or growing, [www.](http://www.TheSassyLadies.com)



[TheSassyLadies.com](http://www.TheSassyLadies.com) is a

must-see site, with access to a monthly e-newsletter, discussion forums to get-and give-advice, pod casts with business owners and industry organizations, updates on new guides, and more.

Wendy Hanson, co-founder of Corley Hanson Associates founded The Sassy Ladies in 2006 with partners Michelle Girasole and Miriam Perry. As three women entrepreneurs- they wanted to help other women get started in business.

Their mission is to help women start and grow thriving businesses. In their new eGuides, The Sassy Ladies share their own experiences as well as the insights of other entrepreneurs who have learned valuable lessons they want to share. Each guide focuses on a specific topic (such as planning, marketing, networking, setting up a home office, etc.) and is packed with practical information about what it really takes to start a business, exercises that build a foundation for success, and resources to take the next steps. These aren't your father's business manuals. These eGuides are fresh, fun, and vital for businesses that are just getting off the ground or need a kick start.

### **Movie Review**

Unfortunately-we found no good movies to review! Any suggestions send to [wcorley@gmail.com](mailto:wcorley@gmail.com).

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