

The Enerpace PaceSetter



www.enerpace.com 630-832-4399

We Grow Agile Leaders Who Grow Purpose-Driven Firms

November 2019

Hello Subscriber,

This month's newsletter was inspired by Linda Bartman, Chief Marketing Officer at Rewards Network. Linda spoke to the PWCC on "The Tipping Point: (Somewhat) Hard & Fast Rules for Rebuilding to Scale". Whether at Cars.com, Trunk Club or BP, Linda's career has been spent doing exactly that – rebuilding & scaling!

Linda defined scaling a business as "being able to handle an increase in sales, work, or output in a cost-effective, reasonable manner". By a certain point in our career, most of us have lived through a big increase in workload, rebuilding and/or scaling. The really difficult part comes with the second part of the definition - cost effective & reasonable are hard to come by!

Many times we have to "build/rebuild the airplane in flight". We have to fix things and lay the foundation for growth, while struggling to keep business as usual in operation. Linda's practical and honest talk admits this is challenging, through rules including:

- Sometimes we'll blow stuff up and make a mess
- Always add 3 months to how long you think a project will take
- Get the right folks on/off the bus quickly

I could easily dedicate a newsletter or blog to each one of them... and I just might!

One of Linda's biggest points reinforced what we do at Enerpace each day. Rule # 3 states "Culture is almost always the key to scaling successfully". The biggest influence on culture comes from leadership. When we influence the leader, through coaching or aligning a people strategy with a

business strategy, we are co-creating a more productive, emotionally intelligent culture for **every** stakeholder.

During this season of gratitude, I remain thankful that I get to do impactful work I love. I'm so grateful for my Enerpace team, our clients, our newsletter readers, everyone in my network, our strategic partners and referral sources, and all the opportunities and possibilities that we can create in 2020!

May you have a joyful holiday season –

Elene



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Upcoming Events

Enerpace Advanced Leadership Skills Webinar Series

Fridays, 10/25, 11/8, 11/22, 12/6 and 12/20 from 2:30-3:30pm cst

Still time to join our Advanced Leadership Skills Series! It's 5 Biweekly LIVE Video Classes that cover key areas facing leaders at all levels today.

Although we've already covered the first three topics, you can still register and we'll send you the recording, the slides and any tools. Then you can join our last two webinars live to take part in the questions and mastermind time.

Topics include: Strategic Networking (10/25), Corporate Politics - Secrets from the Top (11/8), Negotiating with Emotional Intelligence (11/22), Leadership Agility (12/6), How to Integrate Your Personal & Professional Lives (12/20).

You can still sign-up! Hope to see you there!

[Register](#)



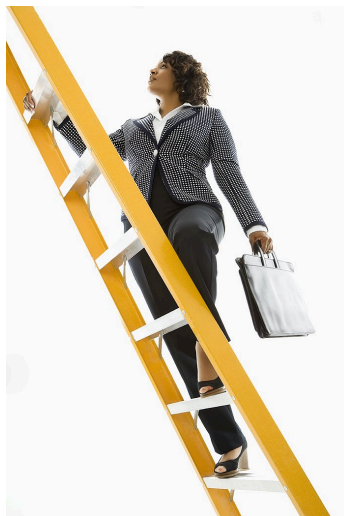
Leadership Learnings

Bad to Great: The Path to Scaling Up Excellence

Huggy Rao and Robert I. Sutton, *McKinsey & Company*

Confirmation that culture is key to scaling up any organization. To do that, we must start by eliminating the negative behaviors getting in the way.

[Find Out More](#)



Career Management Corner

How to Scale Yourself and Get More Done Than You Thought Possible

Danny Schreiber, *Zapier*

Scaling up is not just for businesses - it can apply to us too. This article contains 19 techniques and a 5 part plan to help us do just that!

[Find Out More](#)



Business Building Blocks

10 Simple Steps to Define Your Business Processes and Scale More Quickly

Bruce Eckfeldt, *Inc.*

Processes can enable scaling when they're focused on communication. Communicating a clear and detailed business process creates an atmosphere of trust within the company. Here are 10 steps to get started.

[Find Out More](#)



Enerpace News

Guess who is profiled in the Professional Women's Club of Chicago(PWCC) November Newsletter - Elene Cafasso!

Read "Member Profile: Master Coach with Powerful Insight" and see what Elene has to say about a constant in all our lives - Change.

[Find Out More](#)

It's a tough question to answer when interviewing - "Why do you want to work here?". Yet it's important to have a great answer!

Check out Enerpace's suggestions along with others in the article, *How to Answer "Why Do You Want to Work Here?" (Best Tips + 13 Examples)*.

[Find Out More](#)



Enerpace Expert

The HAPPINESS INTERVIEW from Sam Horn's SOMEDAY is Not a Day in the Week

Sam Horn, *The Intrigue Agency*

Another way to scale up our life is to increase our happiness. This article provides questions to identify our top happiness sources and 10 "life hacks" to increase the happiness in our life.

Find Out More



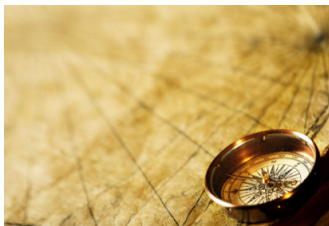
Cool Tools

5 Hidden Google Maps Tricks You Need to Know

Katie Conner, *CNET.com*

Great tips to know before you go "over the river and through the woods" this holiday season!

Find Out More



Great Books

Scaling Up Excellence: Getting to More Without Settling for Less

by Robert I. Sutton and Huggy Rao

To achieve the vision we have for our organization, we need to co-create excellence with our team.

Find Out More



Quotes You Can Use

The world only exists in your eyes. You can make it as big or as small as you want.

F. Scott Fitzgerald (1896 - 1940)

American Fiction Writer

Ready to learn more?

Go to www.enerpace.com to request
a complimentary coaching consultation!

Questions? Contact us today 1-630-832-4399



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