

# SCORE<sup>®</sup> BOARD

Growing Business in Arizona

## SUCCESS TO SIGNIFICANCE

HOW THE TRIPLE BOTTOM LINE (PEOPLE, PROFITS, PLANET) IS BECOMING THE NEW NORMAL

These days, everyone seems to be talking about *“the new normal.”* We see it in blogs, business journals, and newspapers. We hear the chatter in executive forums, networking meetings, and around boardroom tables. Common questions that define this new business environment are;

- How has the recession changed the rules of business?
- Have my customers’ expectations shifted?
- Are my employees looking for jobs elsewhere?
- How can we avoid missteps from the past?



well admit we have all played some role in this country’s problems, and focus on how to avoid missteps in the future. We each must come to terms with our *“new normal.”*

Next, let’s take the perspective that business, more so than any other social

well will only guarantee survival. Identifying new, innovative strategies based on the new rules of the game will propel our businesses beyond survival to Success and Significance. As futurist Joel Barker said, “Our past success will guarantee nothing in the future. We must challenge old rules and paradigms, and create a new path to the future.”

### Startling Data Sheds Light

Up until now, U.S. businesses, spurred by Wall Street’s mantra for quarterly growth, measured success primarily in economic terms. Most often success was defined by profit, return on investment, market share or economic value. Economic success

The events of 2008 and 2009 shook U.S. businesses at their very core. And, it’s natural to focus on who to blame for this pervasive mess. We might as

institution (religious, political, civic), is the driving force for advancing and evolving human behavior. As business owners and leaders we can determine how our customers, markets, supply chains, and employees have permanently shifted, and then adapt accordingly. We all know that adapting

can be influenced by hidden factors. Recent studies, such as from Gallop and IBM, clearly show economic success, employee engagement, and community connectedness are interconnected to one another. Notices these startling statistics:

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[www.SCOREPHOENIX.org](http://www.SCOREPHOENIX.org)

# SUCCESS TO SIGNIFICANCE (cont.)

- Sick days at an average salary result in a \$200 loss in productivity/day
- 28% of employees are engaged, and they are twice as likely to thrive in their lives overall compared to disengaged employees.
- The U.S. ranks first in productivity of its labor force measured by GDP per capita but 9th in productivity per hour worked. Today Americans work an average of 163 more hours per year than they did two decades ago!
- Disengaged employees are twice as likely to experience depression, heart attack, and other stress-related maladies as engaged employees.
- People with high quality friendships are 7 x more engaged in their work.
- Total shareholder return is 19%-22% higher in companies with high employee engagement vs. companies with low engagement.
- The number of companies with declining employee engagement is on the rise.

What are we doing to ourselves? Isn't there more to life than an endless grind for economic success?

## Redefining What We Measure

Many now are redefining "Success." Profit is critical for every business—it is the fuel, which enables our companies to operate and grow. A car needs fuel to run just like a business. But does the car exist for gasoline? No. Nor do our businesses *exist* for Profit. The purpose of a business is to provide a product or service people need or want.



It's easy to see that our single-minded focus on profit is at least partially responsible for the mess we are in today. We don't suggest leaders substitute other worthy goals for profit. But we do suggest you include more than profit to your definition of success. Consider what a growing number of companies are doing by focusing on profit AND two other worthy

goal areas—**People and Planet**. We propose incorporating a broader approach, using a "triple bottom line" of Profits, People, and Planet. When we shift to a more "balanced scorecard" in defining and measuring business success, building a company becomes more significant. Why not create a company that is committed to:

1. Meaningful work
2. Sustainability
3. Business Social Responsibility
4. Work-life balance

## From Success To Significance

It's all about taking the journey beyond economic success to significance (S2S) through this triple bottom-line approach. The journey requires a willingness to change, openness to new ideas and models, commitment, discipline, and perseverance. Once on this journey, you will develop new skills, inspire others, create significant impacts with and for your people, customers, community, and the planet at large. Personally, you will take the new normal and build something successful and significant.

Up-coming Phoenix ScoreBoard Newsletters will feature Dean and Charlie's triple bottom line strategies to create Success and Significance in your business and life. Also check out Dean's article in this month's AZ Magazine.

**Dean Newland** As CEO of Mission Facilitators International Inc., Dean Newland is passionate about individual, team and organizational transformation, and therefore, spends most of his time conducting strategic planning sessions, facilitating team discussions on their leadership and redesigning their culture, and coaching executives on their leadership. Dean speaks and trains internationally and his monthly column "Leadership Exchange" can be found in AZ Magazine. [www.missionfacilitators.com](http://www.missionfacilitators.com)

**Charlie Tombazian** Charlie is President, Innovative Strategies LLC, a Scottsdale, AZ-based management consulting firm specializing in customer experience improvement, differentiating strategy creation, and leadership development. From 2000-09, Charlie was VP, Voice of the Customer Office, and Director, Global Strategic Planning at Avnet, the Fortune 150 technology distributor. [www.myinnovativestrategies.com](http://www.myinnovativestrategies.com)

## GREATER PHOENIX SCORE®

ARIZONA SOLAR POWER, AZIGG, CITY OF PHOENIX, PHOENIX GREEN CHAMBER,  
AZ4SOLAR, STATE OF ARIZONA DEPT. OF EDUCATION

PRESENT

# 2010 PHOENIX GREEN BUSINESS FORUM

BUILD A ROADMAP FOR YOUR BUSINESS TO GO GREEN

September 27th | 7:00am - 11:30am

ASU SKYSONG | 1475 N SCOTTSDALE ROAD, SCOTTSDALE 85257

INVESTMENT: \$15.00

**SIGN-UP TODAY: [WWW.SCOREPHOENIX.ORG](http://WWW.SCOREPHOENIX.ORG)**

We are having a Green Marketplace -- So Come and Show your Products -- Your Services -- Your Know-How!  
Vendor tables are free but you must register anyone working the table for the Forum. Come One -- Come ALL  
but Come Early -- because we fill-up quickly. Contact Antoinette Raynes - [gps@scorephoenix.org](mailto:gps@scorephoenix.org)

Join Greater Phoenix SCORE, our community partners and local business owners to learn the  
Who, What, Where, Why and How of Green for your business. **By attending you'll be able to answer...**

- **What is a green business and what's the value of 'going green'?**
- **Where are the opportunities for my business?**
- **Who has really done this, and who do I turn to for help?**
- **How do I set green goals, create plans and successfully implement?**

We've scheduled a cutting edge and practical series of rapid-fire, expert speakers to explain how they and others have  
successfully gone green and grown their top and bottom lines. It's all the info you need to succeed.

The Phoenix Green Business Fair at SkySong 9/27 will cover the details of "how to" get it done. At the end we will be  
taking stock of what we learned and ask participants to re-convene 6 months later (March 17, 2011) to report back on  
their progress. Next time tell us what you've done and how it went using the information and metrics from the meeting.

**SEPTEMBER 27TH IS THE DAY TO START YOUR GREEN ROAD TO SUCCESS.**

**GO GREEN - MAKE GREEN AT THE 2010 PHOENIX GREEN BUSINESS FORUM**

**SEE YOU THERE! SIGN-UP HERE: [WWW.SCOREPHOENIX.ORG](http://WWW.SCOREPHOENIX.ORG)**

## Greater Phoenix SCORE Receives a Grant from The Bank of America Foundation

Bank of America Market President for Arizona, Benito Almanza manages the Business Banking team for the State and also leads the BAC Foundation Committee and Leadership Team shown here presenting a grant check to Greater Phoenix SCORE Chairperson Maryanne Weiss.

**Benito C. Almanza**, State President, Arizona  
Bank of America, Merrill Lynch, Global Commercial Banking  
**Maryanne Weiss**, Chairman, Greater Phoenix SCORE

## GREATER PHOENIX SCORE®

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Arizona Department of Education  
Tom Horne, Superintendent of Public Instruction  
National Bank of Arizona  
EVIT - East Valley Institute of Technology

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ASBA - Arizona Small Business Association  
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Meridian One Technologies, Inc

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AAAME, Academy for the Advancement of  
Small, Minority and Women-Owned Businesses  
Affordable Image  
Arizona Service Providers Network  
The John Adams Show 1510 KFNN  
BBVA Compass  
Maricopa Community Colleges SBDC  
M&I Bank  
The City of Surprise  
The City of Phoenix  
The City of Peoria  
ASU SkySong  
The Scottsdale Libraries  
Salt River Financial Services Institution  
Arizona Chamber of Commerce & Industry  
Arizona Technology Council  
The Phoenix Chamber of Commerce  
The Heard Museum  
Desert Schools Federal Credit Union  
Arizona State Department of Commerce  
The Scottsdale Chamber of Commerce

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## MEDIA PERSONALITY

John Adam Kowalski



# GREATER PHOENIX SEPTEMBER SCORE® EVENTS

## MAJOR EVENT

# 2010 PHOENIX GREEN BUSINESS FORUM SEPTEMBER 27<sup>TH</sup> (7-11:30AM)

A ROADMAP FOR YOUR BUSINESS TO GO GREEN - \$15

ASU at SkySong

1475 N. Scottsdale Rd., Scottsdale, AZ. 85287

On this day we will be hosting a hands-on forum on all things GREEN including -- solar installation for the home and business environmentally friendly approaches to save money, make money and help the community become more GREEN - immediately!

How to Identify Green, Why Green?, Examples of Green in Various Business Lines, How You Might Finance Green, Marketing Green, Your Health & Green, how to Measure Green and ROI of Green.

Presenters representing Arizona Solar Power, AZIGG, City Of Phoenix, Phoenix Green Chamber, AZ4Solar, State of Arizona Dept. of Education and many others.

Vendor booths are available. Please contact Antoinette Raynes at [gps@scorephoenix.org](mailto:gps@scorephoenix.org)

## COMMUNITY EVENT

### 22<sup>ND</sup> CREATING A COMPETITIVE ADVANTAGE - FREE

8:30 AM to 12:30 PM

M&I Bank

4574 E. Cactus Road, Phoenix, AZ 85032

This program will outline all of the ways that you can create that unique edge for yourself in the marketplace. Come define - in a more complete way - your business advantage.

## EDUCATIONAL SEMINARS

### 11<sup>TH</sup> BUZZ ABOUT BUSINESS - FREE

10:00 AM Registration 10:30 AM to 1:30PM Presentation

Scottsdale Public Library Mustang Branch

10101 N. 90th St., Scottsdale, AZ 85258

Dr. Roger Robinson, Vice Chair, Greater Phoenix SCORE

This seminar is for those who truly want the inside scoop of what is going on today if you are looking to start a new business.

### 14<sup>TH</sup> INTELLECTUAL PROPERTIES - \$50

TRADEMARKS, COPYRIGHTS AND PATENTS

6:00 PM to 9:00 PM

Hilton Garden Inn Phoenix Airport North

3838 E. Van Buren St., Phoenix, AZ 85008

Quarles & Brady LLP

Jessica Franken, Esq. and Rowan Smith, Esq.

Not all legal protection needs to be expensive. Learn what you can do on your own to protect your creations and when to see a professional. Acquire knowledge in the basics of trademarks, copyrights and patents. The first part of this seminar will focus on the range of tools available to protect your IP and how to select the best approach for your business. The second part of this seminar will explore the nuts and bolts of obtaining a patent.

### 16<sup>TH</sup> QUICK BOOKS BASIC - \$50

6:00 PM to 9:00 PM

Hilton Garden Inn Phoenix Airport North

3838 E. Van Buren St., Phoenix, AZ 85008

Aaron Blau, Vice Pres. of Aaron Blau & Assoc. Ltd.

Denise Fisk, Inst. Advanced Certified ProAdvisor

This is a free-form seminar designed for both new and those already using QuickBooks. Sign up for Basic Quick Books and receive Intermediate Quick Books for \$40.00 a savings of \$10.00. Credit will be applied when you attend the Intermediate class.

### 18<sup>TH</sup> WEB BASED MARKETING

BUILDING YOUR WEBSITE - \$40

9:00 AM to 12:00 PM

Hilton Garden Inn Phoenix Airport North

3838 E. Van Buren St., Phoenix, AZ 85008

Ely Delaney, CEO and Founder of My Business Marketing Mentor

This seminar shows how smartly designed websites draw-in users - create lasting impressions and save money for the business.

### 21<sup>ST</sup> WEB BASED MARKETING

MAXIMIZING YOUR WEB POTENTIAL - \$40

6:00 PM to 9:00 PM

Hilton Garden Inn Phoenix Airport North

3838 E. Van Buren St., Phoenix, AZ 85008

Ely Delaney, CEO and Founder of My Business Marketing Mentor

This class is intended for beginners and pros alike - small business owners whose interest is maximizing the effectiveness of their marketing using the web and internet.

### 22<sup>ND</sup> BUYING AND SELLING A BUSINESS - \$40

6:00 PM to 9:00 PM

Hilton Garden Inn Phoenix Airport North

3838 E. Van Buren St., Phoenix, AZ 85008

Jim Afinowich, M&AMI, CBI Partner with Fox & Fin Financial Group

Sam Winheim, Price Kong Company

This Greater Phoenix SCORE seminar will teach you how to value your business, whether you are buying it or selling it.

### 23<sup>RD</sup> QUICK BOOKS INTERMEDIATE - \$50

6:00 PM to 9:00 PM

Hilton Garden Inn Phoenix Airport North

3838 E. Van Buren St., Phoenix, AZ 85008

Aaron Blau, Vice Pres. of Aaron Blau & Assoc. Ltd.

Denise Fisk, Inst. Advanced Certified ProAdvisor

This class is designed for the more advanced users of Quick Books. Bringing your laptop and a notebook to follow along during this seminar is recommended.

### 25<sup>TH</sup> QUICK START I - FREE

10:00 AM Registration 10:30 AM to 1:30PM Presentation

7377 E. Silverstone Dr., Scottsdale, AZ. 85255

Presented by professional business executives and lecturers.

The is the first in a series of five classes - a course developed to quickly bring you from start-up to a working model in one month. At the end of the month's time you will have a business plan and a foundation in place along with an executive team of counselors to help guide you. The first class in this series is always a free look. Series classes 2 thru 5 have a cost of \$125.

### 27<sup>TH</sup> QUICK START I - FREE

6:00 PM to 9:00

Hilton Garden Inn Phoenix Airport North

3838 E. Van Buren St., Phoenix, AZ 85008

Presented by professional business executives and lecturers.

The is the first in a series of five classes - a course developed to quickly bring you from start-up to a working model in one month. At the end of the month's time you will have a business plan and a foundation in place along with an executive team of counselors to help guide you. The first class in this series is always a free look. Series classes 2 thru 5 have a cost of \$125.

### 30<sup>TH</sup> QUICK START II BUSINESS CONCEPTS

6:00 PM to 9:00

Hilton Garden Inn Phoenix Airport North

3838 E. Van Buren St., Phoenix, AZ 85008

Bill Robinson - Greater Phoenix SCORE Counselor

The second in the series of five building blocks to start and grow your business. This lecture focuses on business concepts and data collection. Series I is free. The cost is \$125.00 for Series II - V which includes the handout material.

To register go to our website at [www.scorephoenix.org](http://www.scorephoenix.org). Make sure you click on Seminars and Special Events, then the monthly calendar for September, then click on the date and register. When you do, do not forget to click on the ADD button on the left - which adds you as a registrant.

## SCOREBOARD

Chapter Chair: Marianne Weiss

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