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La Dolce Vita Enterprises

Lessons in Business Creativity, Innovation, Sales, & Life

March 2006

Greetings!

Welcome to the monthly newsletter for La Dolce Vita Enterprises - lessons in business creativity, innovation, sales, & life.

In this issue

- Podcasts from Craig Cortello, The "Business Musician"
- Fuzzy Widget Sales Solutions - Sales Tip of the Month
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Fuzzy Widget Sales Solutions - Sales Tip of the Month



In school, the smart kids got ahead and received all of the accolades. Consider this - a law firm hires 2 college grads. Three years after graduation, the firm must decide to lay off one of the young professionals. Employee "A" knows the law books inside and out and can quote court decisions verbatim, but doesn't seem to be able to build a practice and stay busy. Employee "B" isn't quite as sharp with the books, but knows everyone in town. Work seems to fall into the lap of employee "B." Who gets the axe? I think you know the answer.

The "salesy" attorney can always find a paralegal or a junior member of the firm to do the technical leg work. College grads in technical fields often become disillusioned by a workplace that favors deal-makers over diligent workers.

If you know a young engineer, attorney, accountant, or computer expert, encourage them to embrace the idea of selling. Perhaps they should take on a role in a civic or charitable organization that involves soliciting donations, recruiting new members, or locating sponsors. Help them to understand their role in building any business and ease their transition from the classroom to the workplace.

[Go to Craig's Fuzzy Widget Website...](#)

Business Creativity - It's a Matter of Balance

Managing business creativity is a matter of balance. When your office,



Podcasts from Craig Cortello, The "Business Musician"



*****NEW*****

Craig's blogs are now available as **podcasts**. Listen to audio versions of Craig's lessons in business creativity, innovation, sales, and life online or download to your i-pod or PC in mp.3 format.

Recent topics include:

"Formal Education - Prepared for Success?"

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[Direct Link to Craig's blog....](#)

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department, company or staff seem to be getting too predictable, robotic, or "stuffy," it's time to shake things up. A brainstorming retreat, a new project, or a bold new product offering might be in order. Give your staff something that they can rally behind and that will energize them. When you sense a lack of focus or the inability to achieve goals consistently, it's time to reel things in a bit. Re-introduce your strategic initiatives and remind your staff of their roles in achieving them. Re-establish accountability.

Think of business creativity as a pendulum that can swing too far in either direction. On one end is the command and control work environment - where employees are called upon to simply carry out prescriptive work procedures with no consideration given to creative thought.

On the other end is the work environment of anarchy or aimlessness. Here employees are given little or no direction and are free to take on any endeavors that they feel compelled to pursue in any manner they see fit.

Your job as a manager is to assess where your pendulum is located at any given moment and to determine how to nudge it toward the optimal location. It's a delicate balance, and the answers aren't in any management handbook. Yet the leader who can master this skill will be the most sought-after resource of the 21st century workplace.

Visit our [website](#) and follow the "Creativity Resources" and "More Great Reading" links.

[Go to the La Dolce Vita Website...](#)

Thought of the month

Often creativity is a matter of opening up your mind to new ideas and experiences so that you have a greater "mind pool" to draw from. Try a new hobby, read a book completely unrelated to your occupation or industry, or visit a city you've never been to before. You'll become more productive in all of your endeavors.

Craig Cortello

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