

Connections

Staying connected to what helps us grow!
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Growing Your Business – Do You Have the Leadership Qualities You Need?



Have you ever wondered what the common denominator is for fast-growth companies? The one trait that seems consistent across these companies is strong leadership. In her article, "Room to Grow", Paige

Arnof-Fenn lists four key personal qualities that leaders demonstrate that contribute to increased revenue and growth.

Clear Sense Of Mission and Purpose. Know where you are going and paint the dream to show your associates and clients your overall vision for achieving it.

Desire and Passion For Success. Be known as a person of action and integrity, as someone who genuinely cares about making a difference rather than just making a living. Enthusiasm is contagious and others are naturally attracted when you are enjoying the journey and making a positive impact along the way.

Ability To Identify and Deliver Value. Great leaders enhance everyone around them. By increasing your partnerships and the connections around you, you expand the possibilities of growing your business exponentially. Exceeding expectations breeds great word of mouth and, more importantly, referrals.

Openness To Crazy Ideas. Always have your eyes and ears open because you never know where the next big idea will come from. Buried in that "dumb" idea might be a goldmine and sometimes a bad idea can spark a great one.

Overall, the key to your business success is to create a collegial and collaborative environment where everyone with whom you partner and collaborate can achieve their potential. This is a guaranteed recipe for success that creates lots of opportunity for growth.

Are You "In The Know" About These NJAWBO Member Discounts?

Here are more excellent reasons to become a NJAWBO HC member. These generous offers are provided by our Corporate Partners and NJAWBO Affiliated Partners.

Allied Office Products. Allied has implemented a special gift for NJAWBO members who open a new account and place an order of \$150 or more.

Enterprise Rent-A-Car. You receive discounted rates, free pick-up and delivery, access to a variety of vehicles, unlimited mileage from the Washington, DC to Boston area

Garden State Woman Magazine. Garden State Woman Magazine has implemented special advertising and subscription rate discounts as follows: 15% discount on all ads, and \$10 for individual subscriptions mailed directly to you.

Paychex. Paychex is a leading national provider of payroll processing, human resource, and benefits outsourcing solutions for small- to medium-sized businesses. Members receive a 15% discount off processing charges and selected human resource service set-up fees.

NJAWBO Affiliation Benefits. You also have automatic membership in these organizations: The International Alliance for Women, the Women's Chamber of Commerce – full Supporting membership with all USWCC Supporting Member benefits for \$50 instead of the normal \$160 rate, Women Impacting Public Policy, and the New Jersey Chamber of Commerce – NJAWBO member companies of 1 to 10 employees may join the NJ Small Business Federation, a partnership between the NJCOC and NJAWBO.



Important Notice: *Power Teams*, September 11, 8:00 AM, Hampton Inn, Flemington – grow your business by establishing partnerships to form Power Teams. Registration ends September 7. Seats are limited. To register, call Karen Monroy at 908-968-0859 or e-mail her at karen@karenmonroy.com



SAVE these Dates...

Chapter Meetings: October 10 (a Tuesday) – Pricing to Sell – Knowing the Worth of Your Goods and Services, November 13 – Negotiating To Get Your Price, December 11 - Christmas Party.

Business Book Club: Wednesday, October 25, Borders Store in Flemington – 8 AM.