

Alison*s Art, Inc.

MARKETING BYTES

BUSINESS ISSUES . . . EVERY BYTE COUNTS!

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BUSINESS ISSUE #13

L.E.A.D. Part 1: An Introduction

In addition to being the owner of a small marketing business, I was a founding member and part of the leadership of a non-profit arts organization. In both these capacities, I have learned many valuable lessons about leadership and organizational structure, in other words, *organizational development*. The discussion of *L.E.A.D.* is being introduced in this *Business Issue* and will be explored in many future *Issues*. The acronym *L.E.A.D.* stands for:

LEARN EVERYTHING ABOUT ORGANIZATIONAL DEVELOPMENT

I have found that one of the most important aspects of *L.E.A.D.* is laying the groundwork for a business or an organization and then allowing it to grow. Certain key elements must be put in place: a clear mission, a sound structure, concise rules/ guidelines and qualified people.

Once these are in place, there will be a good foundation for the success of the venture. But now the part that can be very challenging for founders of new businesses and organizations comes into play; it is having the trust to take a leap of faith to step aside and allow the entity we have created and nurtured to grow and run itself. I have learned a most important lesson in this area.

The balancing act of leadership is knowing when to lead, how to guide and when to step aside!

At Alison*s Art, Inc. we offer *Organizational Development Services* to guide and assist you in growing your business or organization. Please visit www.AlisonsArt.com to learn more about all of our **BUSINESS MARKETING SERVICES, For the Success of Your Business, Organization, Events and Ideas:**

- ✿ **Business Marketing Programs**
- ✿ **Organizational Development Services**
- ✿ **Original Art by Phil Jacobs for Business Identity and Branding**
- ✿ **The Voice Over Art of Alison Gilbert**

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