

Alison*s Art, Inc.

MARKETING BYTES

BUSINESS ISSUES . . . EVERY BYTE COUNTS!

Website: www.AlisonsArt.com

eNEWSLETTER

E-mail: info@AlisonsArt.com

BUSINESS ISSUE #32

L.E.A.D. PART 5: Rules and Bylaws

In previous *MARKETING BYTES Business Issues*, we have explored aspects of leadership that bring stability to an organization. These guidelines apply to both 'for-profit' businesses and 'non-profit' organizations. Much of the research I have done on how organizational structures work has been through examining new businesses and organizations; I have either helped to start them or participated in them during their infancy. As a result, their successes and failure were easy to spot because there were fewer layers of bureaucracy to search through to figure out what worked and what didn't work.

Thus far, we have explored two aspects of organizational development:

- Your Mission Statement [Business Issue #20](#)
- Structural Integrity [Business Issue #22](#)

Let's now introduce:

- Company rules or organizational bylaws

In an organization, by-laws guide the day-to-day operation as rules of a company guide theirs. Just as governments have laws, businesses with employees and organizations with staff, members and volunteers need laws, too. These laws can even have legal consequences; therefore it is important for people (in authority) to understand the process of making them, the implications of altering them and due process for rewriting them.

Rules become necessary when several people are involved in a venture. Founders and executives usually cannot attend to everyday functioning but need to be certain that things run as intended. Thus the need for rules. Here are some rules guidelines:

- Write simple, clear rules
- Provide them in writing to everyone involved in your venture
- Explain their legal implications
- Stick to them but be willing to adjust them when they are not working
- Revisit them as needed to make sure they are doing their job
- Remember that only you, as a leader, will know them intimately

Alison*s Art, Inc. supports your success with *Organizational Development Tools*. Visit [our website](#) to learn more about our *BUSINESS CONSULTING SERVICES & MARKETING TOOLS, For the Success of Your Business, Organization, Events, Projects and Ideas*:

MARKETING BYTES Business Issues is a weekly on-line Newsletter published by Alison*s Art, Inc. © 2008. To receive a complimentary subscription, go to www.AlisonsArt.com/contact.html. View past Issues in PDF format at www.AlisonsArt.com/bytes.html. Save and share these Issues! **72908**

**Alison*s Art, Inc. thinks outside the box for the success of your business, organization, projects, events and ideas!*