

Alison*s Art, Inc.

MARKETING BYTES

BUSINESS ISSUES, The Newsletter . . . Every Byte Counts!

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L.E.A.D. Part 10: What Is Organizational Development?

The **Business Marketing System** developed by Alison*s Art, Inc. includes a three phase **Business Marketing Program**. The first phase is **DEVELOP, Organizational Development** or **L.E.A.D.** In this **Business Issue**, we

will explore **DEVELOP**. In the next **MARKETING BYTES Business Issue**, we will explore **PROMOTE**, the program's second phase, **Business Promotion** or **M.O.S.T.** The table below explains the **three Fs** of **Organizational Development**:

ORGANIZATIONAL DEVELOPMENT

Aspects of a venture that pertain to internal structuring and inner-workings

The **three Fs** of **Organizational Development**, the *key element* and *value* of each **F**:

1. FORM

- Mission
- Structure
- Rules and regulations

Laying the foundation for structural integrity

2. FUNDING

- Documentation
- Budgets
- Systems for seeking funding

Providing the tools for good fiscal hygiene

3. FUNCTIONING

- Goals
- Staffing and inner dynamics

Cultivating conscious creativity and personal excellence

Visit [our website](http://www.AlisonsArt.com) to learn about the Alison*s Art, Inc. **MARKETING BYTES Business Marketing System** For the Success of Your Business, Organization, Projects, Events and Ideas. **Read Marketing Bytes . . . Every Byte Counts!** 110408

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