

# Camp BizSmart™

*Inspiring Young Entrepreneurs*

## *Nine Secrets for a Winning Culture*

*Dr. Michael E. Gibbs  
CEO, BizSmart Global*

# Camp BizSmart

inspires students to be courageous, think big and work hard, play by the rules, and challenge themselves to create priceless value for their customers, communities, their country, and the world.



Camp BizSmart™

# Secret #1

## **Attitude is everything**

Herb Kelleher the founder of Southwest Airlines used to say: “I hire for attitude and I train for everything else.” At BizSmart Global, we hire for ZOG: Zest, Optimism and Grit. What does your organization look for?

# Secret #2

## **Family first, team and company second**

Too many very successful entrepreneurs and business leaders when asked what they would do different say “I wish I had spent a lot more quality time with my kids, my spouse and my friends”. They admit being blinded by an all consuming drive to succeed and win at all costs. Nothing is worth that. Once lost, all the money in the world can't buy back those relationships.

# Secret #3

**Nothing motivates people more than asking for their opinion and then truly listening**

Research by enterprise psychologists has proven time and again that intrinsic motivators, like listening to someone's opinion, are far more powerful over the long haul, than extrinsic rewards like money, bonuses and stock options.

# Secret #4

**Happy customers come from employees empowered to make meaningful choices**

Everybody hates the “I’m just doing my job”, one size fit all response to customer problems and issues. Great employees and team members hate it too. The best businesses give their people the authority to decide on behalf of the client.

# Secret #5

***There is no substitute for being honest and straight-forward***

Its like trying to lie to your kids---they always know and it feels terrible. In the end, respect among team members starts with “telling it like it is”. In a PC world, that’s tough to do, but most people really appreciate the truth, even if it pinches a little

# Secret #6

**When it comes to clients and partners, “sweat the small stuff”**

Anticipate not only what they want, but why they want it. Details matter.....and follow-up, follow-up and follow-up again.



# Secret #7

## **Hate bureaucracy and all the nonsense that goes with it**

Do a “critical review analysis process” and blow out useless activities, busywork and layers of management approvals. Employees doing front line work understand how to get things done, listen to them and eliminate bosses invested in the old rules, broken processes, red tape and officialism.

# Secret #8

**Have a passion for excellence in everything that you do**

Most people want to be part of something important and make a difference. Point people in the right direction, set BHAG's (big, hairy, audacious goals), give them the necessary resources and then get out of the way.

# Secret #9

## *Words whisper, actions shout and clamor*

Most people in organizations pay little attention to what managers and leaders say; they wait to see if they will follow through on their actions. Remember, the first 50 times you say something people don't hear you, the second 50 times they don't listen, and the third 50 times they don't believe you. Stick to the message, be consistent and lead the way with action.

# Making a Difference



**Bill Reichert**  
*Managing Partner*  
**Garage Technology Ventures**  
**Camp BizSmart Advisor**

“Only an entrepreneurial approach, flexible, scrappy, collaborative, and unafraid of risk and failure, will succeed in this new world.

We owe it to our children to help them develop these skills and attitudes with programs like Camp BizSmart.”

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