

# The Branch



**Branch Issue FOUR: Autumn 2009**

## **CHAMPION LIFEblood**

Aaah! Autumn on California's Central Coast—I'm inspired for a brisk walk in nature. So, I chose to make my weekly "solo venture into the wild" at Sobranes trail near Garapata. Hiking out to the old grove, I looked up to the dry hillsides—cacti and rocky crags. Then, looking down into the creek bed, I marveled at the lush, vibrant green growth burgeoning with life. Roots of the great trees stretch out like veins seeking the life giving nourishment of the creek water.

Nature, in an amazing way, is the ultimate organization on display. Just look around--anywhere the water reaches stays supple, functioning and healthy. All is connected to this "artery of life."

Let's apply that concept to all organizations—from families to schools to corporations to governments: essentially, when "fresh blood" circulates and reaches everyone, the group stays healthier. Right?

## **CIRCULATING HEALTH**

When you welcome a new member to your organization-- or even a new client—take the time to educate, or remind, them on your organization's core values, your purpose, and your vision to make a difference. Create a path to guide the "fresh blood" to every arm of your operations. Believe that they will be a stronger contributor to your overall health by reaching and understanding the whole body.

## **COMMUNICATION ARTERIES**

Too often, we operate in silos, focusing only on specific "organs"—rather than the entire "body" to react to the market: Sales & Marketing when the conditions are ripe; Finance & Accounting in say...drier conditions. Thus, we're potentially clogging-- or even severing-- the very arteries of communication that keep us healthy.

At every stage of your organization's growth, aim to create a communication flow to guide every member to keep the "lifeblood" pumping to all parts of your organizational body. Articulate core values, reiterate the heart of the mission and ignite enthusiasm for the vision. With heartfelt rhythm, keep the positive energy pumping!

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