

# Washington Smart CEO

Required Reading for Growing Companies

January 2011

## eye to eye

### How to help your employees share your company's vision

Sure, you've got it all figured out. Your executive management team has spent hours creating and tweaking your business' vision statement down to the exact preposition, so there is no doubt in your mind what you see for your company's future. But what good is all your hard work if your employees don't know about it? SmartCEO asked Washington's business visionaries to share how they help their employees see in the same direction.

**TED ROSE**, president and CEO, Rose Financial Services

*Our vision:* Success for all.

*I know it's working:* I know our employees understand our vision when I see them put our clients first, above their own self-interest. It shows me that they understand that our clients' success is our success. The most important measurement we look for is client satisfaction. We survey our clients internally, through services, like D&B, and through industry surveys, like the Black Book of Outsourcing.

