

BUSINESS PROFILE

Company stays on top of new developments

The republic | azcentral.com

Each Wednesday, the Scottsdale Republic profiles a Northeast Valley business owner.

Name: John Godbout.
Name of business: CCS.
Title: Founder, CEO.
Age: 61.

What I do: I founded CCS 20 years ago and helped grow it from a two-person operation to one of the largest audio-visual integrators in the U.S. We have more than 450 employees, sales offices in 13 states and annual revenue in excess of \$160 million.



John Godbout is found-

er. We provide full-service audio-visual design, integration, installation and maintenance of audio and video equipment, including LCD and plasma displays, digital projectors, interactive whiteboards, room-control systems, audio systems, high-definition videoconferencing systems and more.

What community I live in: Paradise Valley.

Family: Wife, Beth; four children.

Business website: www.CCSProjects.com.

Business address: 17350 N. Hartford Drive, Scottsdale.

Business phone: 480-348-0100.

To have a business owner profiled in the Scottsdale Republic, e-mail: dale.hajek@scottsdalerepublic.com.

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Stay positive, it'll pay dividends

As I look around, I see some companies falling behind and then I see some companies excelling and moving forward. Inside the companies that are moving forward I see a few things that set them apart. I want to share these with you in case you are in a company that is stagnant or slow, maybe you can be the one that brings some life back to your organization.



Taking the Lead

RUSSELL
HELWIG

First, I see strong, seasoned leadership. These leaders are visionaries; they know that soon things will

turn and these tough days will be behind us. They keep everyone's spirits lifted by assuring them that the days ahead are going to be better. These same leaders bring joy and calm to their organizations. They understand business cycles and they know that keeping their teams focused on the present and future is key.

Second, they listen to ideas that others may have on how to attract new business. What we did for years may not currently work, so being open to change or another view or perspective is important.

Is everyone excited? If negativity is in the air and if that is the atmosphere then you can expect slow to no growth. Having a positive spirit in an organization is the key, having a positive leader is a must.

Russell H. Helwig wrote "Leadership Below the Surface." Reach him at 623-334-1641, russ@inspireandlead.com or www.inspireandlead.com.

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