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Train, train, train.

Even as her industry has shed jobs, Suzette Sherman has managed to expand her interior design business to 9 people (including interns) from one in four years. Sherman trained her employees in all facets of her business, from sourcing materials to designing furniture to interacting with clients. This allowed all employees to help out in any part of the business that faced a oversized pile of work. She also takes an interest in her employees' lives. She often meets employees' parents or spouses at lunch and always asks new hires where they think their creativity stems from. "It makes things easier when we have to push hard and work late to meet deadlines," she says. "Employees will go the extra length when they are appreciated."

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