



Business Visionaries (Entrepreneurs)
Roadmap to enjoying Your Business and Achieving Financial Success – Part I

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A common complaint amongst entrepreneurs is that they are ensnared by a maze of management responsibilities and “hate it”. They have little or no time to do the things they enjoy doing and do best. How many times do entrepreneurs complain “I am always putting out fires, I have no time to build the business so I can achieve my goals.”

Typically, what are those goals, and how can the entrepreneur go about achieving them? Let’s start by defining the goals.

Goals

1. Make a profit to provide for both themselves and their employees.
2. Create an environment where both they and their employees enjoy their work experience.
3. Provide valued products and excellent customer service.
4. Build company value for the benefit of both themselves and their employees.

Now how does one move from concept to achievement? It is no secret that in order to achieve goals plans must be formulated. This concept typically creates the first dilemma for the entrepreneur. In most cases the entrepreneur is comfortable with just having plans in their head. The reality is that plans need to be written. The primary reason being that if it is not written there is no accountability. With no accountability there is no progress; only excuses.

This is a critical juncture in the life of entrepreneurs and their businesses. Either the entrepreneur decides to make changes to the organization that will allow it to achieve the identified goals or the entrepreneur continues along the same path hoping for a miracle. Remember the definition of insanity is repeating the same activity and hoping for a different result. The probability is that without making changes, mediocrity and frustration will continue.

Most of us have “To Do” lists. How about a “Not To Do” list. In the context of addressing the frustrations experienced by entrepreneurs, the “Not To Do” list would include those tasks that the entrepreneur does not enjoy doing and could be done by others who may be more capable. Speaking of capable people, it is crucial that the entrepreneur is surrounded by these people. Without the right people it will not be possible to achieve more than mediocrity.

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