

Blog Article #14

TITLE: Gather the Troops

Today I'd like to focus on the different types of support staff you will require and what makes them so integral.

There are essentially three key roles that need to be filled to set your business up for success:

- The Technician
- The Manager
- The Entrepreneur

All of these roles must be played simultaneously by different people with the appropriate talents. It's all about balance.

The Technician

This person represents the present and all that needs to be done for the physical aspects of the business building process. They are the “doer”. This person is most often the most visible person of the entire operation.

The Manager

This person represents the rearview mirror and works to fix problems by learning from past mistakes. They are the practical side of the business and are in charge of developing the business and overseeing the planning.

The Entrepreneur

This person represents the future and is the vision for the business. They are responsible for the innovative side of the business and are always considering new ways to enhance products and/or services, business image, branding, and more.

All three of these characters are essential in the success of any business and in order to build a solid foundation from the start, you will need to work harder to select the right people for these roles. Obviously you must be one of these key people, but make sure your role is one that is suited to your skills and talents, not just the one you THINK you should be doing.

This process may be difficult to navigate as you will need to relinquish some control over your business and place your trust in your people to allow them to do their jobs to the best of their ability.

Reach out to me to help you with this entire process and teach you how to avoid falling victim to e-myths.