

Doing. Managing. Building. Three Vital Focuses for Small Business Owners



Take a Sip April 2013

Three Vital Focuses for Business Owners

- **DOING**
 - The work of the business
- **MANAGING**
 - Making sure the business runs efficiently
- **BUILDING**
 - Constant flow of new customers and/or new products or services



Doing

- **The day to day work of the business**
- **Normal routine**
- **Your expertise and know-how**
- **The reason why you started your business**
- **What you love to do**



Managing

- **Managing the business**
- **Processes and systems**
- **Hiring and growing the business**
- **Continual emphasis on managing the business**
 - **Financial**
 - **Operations**



Building

- **Building the business for sustainability**
- **Processes are in place to produce consistent results**
- **Business is not dependent on you**
- **Take on clients that are a good fit for your business**
- **Emphasis on marketing and sales**



10 Tips for Balancing

1. **Set time aside to MANAGE and BUILD**
 - Daily, weekly or monthly
2. **Outsource what you don't like or won't do**
3. **Find an accountability partner to help keep you committed to your plan**
4. **Create a marketing plan with due dates and stick to it**



10 Tips for Balancing

5. Create processes and systems so you do not have to repeat time consuming tasks
6. Allow employees or interns to handle some of the work – especially the **DOING**
7. Take a class on the tasks you are reticent about – build your confidence



10 Tips for Balancing

8. Contact some organizations such as SBDC, SCORE and ask for free counseling to help with the **MANAGING** and **BUILDING**
9. Set aside one day a month to **MANAGE** your business. Do nothing else that day
10. Admit that if you don't **MANAGE** and **BUILD** your business, it will fail. Fear is a good motivator.



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