

THE EXTRA POINT

BY JERRY ROBERTS



360 Advice For the New Business Owner

I picked up on a thread in social media the other day. A young person, under 30, was ready to start a business, including hiring a couple of workers, and made a post to solicit ideas from friends. I'm Jerry Roberts and in the last couple of days I've been thinking about what advice I'd give someone in that position. Let's chew that over, next, on The Extra Point.

Someone's starting a business and wants ideas on what to do. There are so many ways to go with this and maybe we'll revisit the topic from time to time. Here's the first installment.

1. Be able to explain your business to me in a sentence or two, and make that description customer-centric. Why does your business matter to them? When you add employees, make this explanation part of how you sell them on joining your company. They should be excited about what you do, and helping people.

2. Hire for attitude. You can always train people in the particular skills you need. A strong work ethic is the result of their values and character. To the extent you can afford, try to bring in people who have a fire in their belly and want to accomplish things.

3. Any job applicant who only wants to know how much per hour the job pays, doesn't need to work for you. Hit the "next" button.

4. Curious people are very often high performers. They want to know more and tend to push the envelope.

5. You have to be the head cheerleader, each and every day. People all want the same things from a job — starting with fair compensation along with sincere recognition for their effort. Praise is free. Learn how to do it right and give it liberally. There's a lot more I could add to that, but if you get those two things right, you'll be way ahead of the game.

6. Don't get too high on the good days or too low on the bad days. Your workers are going to be watching you as an example of how they should feel. Good leaders are usually pretty good actors. An old football coach once said, "It's okay to get excited when you score a touchdown, but do it in such a way that people think you've been in the end zone before.

7. Get a mentor, someone who has walked the path you're now preparing to walk. Ask a ton of questions and take action. Then go back to report your results, and ask more questions.

8. Make your workplace one that honors risk and creativity. That said, teach people about acceptable and unacceptable risks. If you're not sure about this yourself, ask your mentor.

9. Build genuine relationships with your team members. There's no better investment you can make.

10. Go ahead and make detailed plans but never forget, nothing matters until somebody sells something.

11. As soon as you can, fire yourself from the busy work and focus on growing your company. Put another way, you want to work on your business, not in your business.

Starting a business is one of the most exciting things we'll ever do. If you know someone about to do that, go ahead and download transcript #360 from guamtraining.com and share this.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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