

# Pulling it all Together

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*Entrepreneurs have a big job. Not only do they have to continue to perform the technical work that drew them into their business in the first place, but they now have to occupy the roles of visionary, manager, leader, bookkeeper, advisor, decision-maker and many more each and every day. How do you balance your personal life and work responsibilities? How do you successfully delegate work? How do you maintain a focus on the 'big picture'? How do you pull all the pieces of the puzzle together?*

**Balance.** What a powerful word! And one that eludes most of us on a day-to-day basis. A huge challenge for entrepreneurs is driving their company forward while not driving themselves insane. There are several key things to remember that help bring balance to your life:

- Most things aren't of eternal significance. Keep your attention on the issues and tasks that have lasting value and really count.
- Your business exists to feed your 'real' life. The only reason people start a venture is to maximize their income, create personal time, nurture their passions and enjoy their work. Your business is the means - not the ends!
- You'll always have a to-do list. Don't try to get everything done. It's no-win situation and it will never happen. While it's important to stay on top of things, you'll still have undone tasks on your to-do list when you die – get peaceful about it.
- Maintain a positive outlook all the time. Try to view your struggles as opportunities, not obstacles. A positive mental attitude and relaxed approach make big problems shrink and solutions emerge.

Most entrepreneurs really struggle with **managing employees**. But having people to help you and drive your business forward doesn't have to be a chore. Try these tips to manage by delegation - not by abdication:

- Be clear about what you need people to do. This may seem like a no-brainer, but many new leaders just expect employees to magically clue in to what is important. Create thorough job descriptions and guidelines for every position in your company.
- Spend time instilling your vision and values in your team. People need to understand WHY. Spend a lot of time explaining your company goals, core values and spirit; so that people can get excited about making your dreams come true.
- Set a good example. Most bosses get incredibly annoyed when people do the very things that they themselves are guilty of. Be a shining example of all the behaviors you want from your team.
- Reinforce the positives. Don't nit-pick and criticize every move people make. If an employee really stinks - fire them! Otherwise, pat people on the back and praise the behaviors you want to see more of.

Ahhh... **the big picture**. After about six months in business, most entrepreneurs don't even remember what that is anymore. Your job in your new venture is not to do everything yourself or micromanage everyone who works under you. Let go of all the details and keep your eye on the prize. What really matters? Probably lots of intangible things like quality, customer service, promoting your business, evaluating your actions and strategically planning for the future. Focus on those upper level tasks and the little things have a way of falling into place.

The process of launching a new business should be filled with joy, fulfillment and anticipation of a bright tomorrow. Take the time to build your skills as a leader, a manager and a thinker. Take the time to train your team and establish systems for success. Take the time to strategize, visualize, generate ideas and question your methods. You will reap rewards beyond your wildest dreams.