

Does your behavior have any impact on the success or failure of your business?

I am constantly amazed at how many people think the answer to this question is no. If you wish to have a successful business then you need to dig in and learn more about what a solid business really takes to operate long-term.

A sound business needs three distinct personality traits to be successful, according to Michael Gerber, author of "The E-Myth Revisited". There are many lessons in this book but the most profound according to this writer is the concept of the three personalities.

A balance of all three is what will make a business really cook along and so many of us start out thinking we have all three of them. It takes an entrepreneur to have a vision of the direction of the company, and it takes a manager to take the vision and make it into functional business processes and it takes a technician to actually do the work, regardless of what the work is. An interesting statistic you can find on a variety of web sites is that something over 80% of businesses are started by technicians....

No surprise here because so many people start their own business because they are tired of making other people money on their hard work. What we have to think about though is this means that over 80% of people who start a business do not have the skills for management or entrepreneurship.

Another fact we must all come to grips with is that we do not have all three, none of us do. Therefore, we need to learn which one we are and then make arrangements with other people who fill in the other two skill sets and personality traits. Sometimes this can be done by sub-contracting, sometimes as employees or even partners. The important point to start with is that you need assistance with two of three! You do not bring two of three and certainly not three of three. Here is a good place to insert that pesky humility thing. We need to humble ourselves to the fact that we cannot do it all. We do not have the personality traits, the training, the skills or the interest.

Doesn't this seem pretty straight forward now? There are some great people out here in the world who can help you determine which you are and how to align yourself with those with the other behavior patterns your business needs.