

## "Today's Entrepreneur Takes Action"

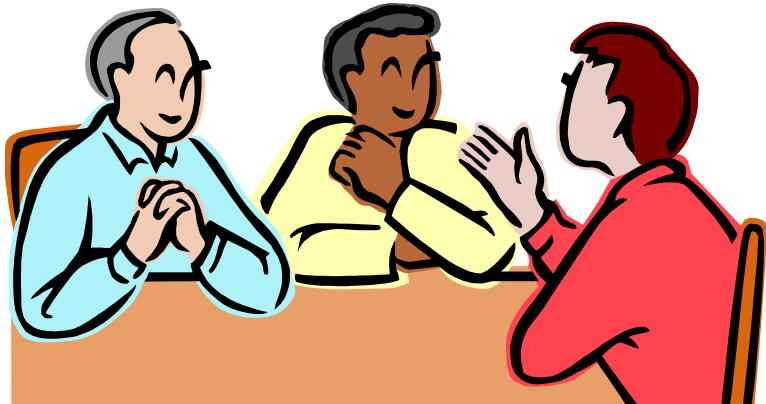
### Dear Small Business Owner:

In a recent *Inc Magazine* article, Jim Collins (author of *Good to Great*) talks about how entrepreneurship has changed over the last 30 years. He believes there has been a huge shift to understanding that the creation and building of companies is not a weird, black art, but a systematic, replicable process.

There's become a realization that being an entrepreneur is a choice; it's not about having the right temperament or personality. It's about ACTION! Understanding these shifts is important to how owners today run their companies. See below for 3 of these critical concepts.

### 1. Entrepreneurship is a learnable process.

Back in 1979 there were few resources on how to start a small company. No business schools taught courses on this, there were no start-up magazines, no angel networks, or business advisory groups. Now there is a huge range of college and community classes, books, magazines and profession support groups. All of these provide information based on the concept that being an entrepreneur is learnable. Are you open to learning about running your company better?



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## 2. Entrepreneur has turned into a good word.



are drawn to what they see as an admirable profession.

It used to be that entrepreneurs were viewed as exploitative or sleazy. In the 80's, they were seen as crazy, creative people who weren't like normal people (Steve Jobs, Ray Kroc, Bill Hewlett.) Now, the popular image of entrepreneurship has undergone a drastic transformation---from negative to not only socially acceptable but heroic. Small companies are seen as bringing jobs to the workforce. More and more young people

## 3. Entrepreneurship has become about having a better process not inventing a widget.



businesses have figured out how to create a better process that will produce many regular mousetraps over a long period of time. Example: McDonalds!

Years ago, to start a business, it was thought that you had to come up with a better mousetrap in order to have a successful company. Now it's realized that the mousetrap doesn't matter as much as repeatable process for how you deliver the goods. Sure, a new invention may get some airtime. But, does Starbucks really have a better mousetrap or did they create a brand and a process that works 99% of time? Most successful

So, instead of worrying about if you have the latest and greatest product/service to deliver, be more concerned that you are always taking steps to improve the processes and delivery in your business.

Getting an external, second pair of eyes to take a look at how your business is really doing is one great way to do this. This is what Alpha Business Coaching does. Give us a call.

Sincerely,

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