



## **The Top 10 'Never Forget' Management Tips for Entrepreneurs and Managers**

Because of the day-to-day stresses of managing a business or cost center, we tend to lose sight of what will contribute to the growth and success of our enterprise. These actions, taken with intention and consistently, will help sustain and develop your business and professional skills while maintaining creativity in your organization.

### **1. Maintain perspective.**

Overworked managers, entrepreneurs and employees lose clarity, vision and energy. Keeping a balance between mind, body and spirit is not only healthy but necessary to grow a business and to serve as a role model for others.

### **2. Focus on service.**

By focusing on serving your customers, instead of focusing on making money, you retain customer loyalty, increase referrals, acquire new and appropriate customers and prosper. It costs less to keep your customer than to find another.

### **3. Develop your employees.**

Your employees are not cogs in a wheel, they are individuals who need to grow and balance their own lives. Acknowledge their accomplishments, motivate by example, and empower them to make decisions. Don't take them for granted and they won't take you for granted either.

### **4. Evolve.**

The best organizations are organic systems that grow and evolve. If the organization and its individuals are not dynamic, if it does not adapt and its people continue to learn, it will soon become extinct.

### **5. Be a leader, not a dictator.**

Long gone is the concept of "Do as I say." You are the model of leadership for your staff. Develop them in order for them to make good decisions and to feel ownership and commitment to the organization. Ask for their input, set clear expectations and demand the best from them.

### **6. Know thyself.**



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Do not try to be all things to all people. Know your market, your client profile and your product or service. Focus on what you do best and always look for opportunities to improve.

## **7. Do respond/don't react.**

By the time you react to internal or external issues, it is too late. Allow space in your day and in your mind to look into the future so that you are not surprised by sudden changes in the business environment. Listen, read and nurture your strategic alliances.

## **8. Listen with awareness.**

Your clients, and your staff, are always telling you what they need or want or ways to improve or adjust. Are you listening?

## **9. Deliver what you promise.**

There is nothing that betrays a trust and a good relationship like breaking a promise. Don't promise what you cannot deliver. And always deliver more than you what you promise.

## **10. Innovate.**

Foster an environment of creativity and innovation in your business. Actively encourage new ideas. Don't rely on past successes to succeed in the future. Be creative! If the same things are no longer working, get radical!

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