

CHAPTER TWELVE

How to Manage and Grow – Tips from the Top

Effective Management, Leadership, Time Management and Coping with Stress

You're nearly there. But once you've launched and are up and running, don't go thinking you can rest on those laurels. Things change. Be anticipatory.

So you've learnt the individual elements of starting up and running an effective small business. By the end of this chapter, you should be able to answer the following questions:

- ◆ How do you put it all into practice, start up and manage the business?
- ◆ How do you grow the business?
- ◆ How do you meet your objectives that you've carefully prepared?

This chapter provides accounts from small business owners and highly successful entrepreneurs on how they've managed their small business and overcome obstacles and challenges. Time management, general business management and strategic planning are reviewed with ways to manage all of these factors effectively.

Learning from those who have been there and done that is one of the best things to do as a small business owner. So let's learn from the best and uncover some secrets of success.

Britain's Best Bosses

The greatest asset of any business, no matter what its size, is the people who work for it. But how those people perform depends largely upon the skill of their boss – and sadly not all measure up. There is the dictatorial boss with the 'us and them' attitude who docks wages for being five minutes late and breathes down your neck, constantly asking what you're doing, the 'unapproachable' boss who appears continuously stressed and grumpy, and the uninspiring boss who fails to praise staff for their accomplishments.

None of these people are getting the most out of a valuable – and expensive – asset: their people.