

Startup Professionals September Summary



Selected ideas and assistance to entrepreneurs and startup founders in finding business ideas, funding, executive mentoring, and business networking to incorporate a business, file patents, add an advisory board, and address operational issues.

Greetings!

Thank you for your ongoing interest in the activities of Startup Professionals.

To give you some insight into our areas of interest, our background, and our expertise, I am providing below the abstracts for a small selection of popular articles that we and others published during the month just ending. Please feel free to click on the link at the end of each to access the original entire article on the Internet.

Also feel free to contact me directly if you have any questions or comments.

Marty Zwilling

A handwritten signature in cursive script that reads "Marty C. Zwilling".

Founder & CEO, Startup Professionals, Inc.
Website: <https://www.startupprofessionals.com>
Blog: <https://blog.startupprofessionals.com>

8 Priorities to Consider Before Deciding to Start Your Own Business

As a business adviser, I meet many business professionals and aspiring entrepreneurs who are anxious to be their own boss or have an innovative idea to start or acquire a new business. I have to tell each of you that starting and growing a new business is a long hard road, but can be very exciting and satisfying if you find the right match, ... ([More...](#))

5 Prerequisites for a Continuous-Learning Team Culture in Your Business

No matter how hard you work as a business leader or entrepreneur, you can't sustain consistent results without an equally hardworking team, each with a learning mindset. In fact, in my experience as an executive and a mentor to entrepreneurs, sustainable results require a balance between hard work and learning, for you and your team members. Therein lies the challenge. ([More...](#))

9 Strategies For Implementing An Innovative Business

Whether you are a business professional in a big company, or an entrepreneur with a startup, innovation is a key strategy. Many people believe that new ideas are the critical element of innovation, but in my experience as a mentor and investor, long-term business success is more about implementation than ideas. Everyone has ideas, but only a few can make them happen. ([More...](#))

The 7 Tech Giants Vs AI: Will ChatGPT Dominate the Landscape? (Jeff Bullas Blog)

Social media was the last big revolution that became a conversation at dinner parties. But now there's a new kid on the block. Artificial Intelligence. AI. Its human face? ChatGPT. Research with a human interface. ChatGPT started a viral global conversation that hasn't stopped and has just started. The genie is out of the box. ([More...](#))

5 Keys To The Culture Change Required For Innovation

Based on my years of experience as a business executive and consultant, I am convinced that most companies gradually lose their ability to be creative as they mature, and over time are overcome by new competitors and market changes. Only a few have found the leadership to continually innovate in the face of change, and the rest are still looking for the recipe or secret. ([More...](#))

8 Strategies For Remaining Cool And Collected At Work

Unfortunately, many of the business professionals I meet these days in my mentoring and consulting activities feel perennially stressed and out of control, versus calm and satisfied with their position. They realize that their productivity is suffering, as well as their health, but they don't know what to do about it. In my experience, it's all about work-life balance and enjoying the role. ([More...](#))

6 Steps To Providing Exceptional Customer Experiences

Having the best solution is a good start these days, but a solution alone is no longer enough to keep customer attention and loyalty. They expect to be surprised and delighted as well by their pre-purchase experience and post-purchase interactions. The most memorable businesses, like Starbucks and Apple, no longer sell products, they sell 'experiences' ... ([More...](#))

The Paradox Of Insular Language (Seth Godin)

We often develop slang or codewords to keep the others from understanding what we're saying. Here's an example (thanks BK) of the lengths that some are going to be able to talk about Chinese politics. Of course, if you come up with a concealed enough code, the people you're talking to won't have a clue what you mean. If it's in the language, it must be shared. ([More...](#))

How To Discern The Hidden Meaning Behind Suggestions (Dan Rockwell)

People say, "We should," when they mean, "You should." Bosses say 'we' when they mean 'you'. It's a tiny act of cowardice to say 'we' when you mean 'you'. Discern the meaning of pronouns when people make suggestions. The hidden meaning behind suggestions: "We should," has four potential meanings. #1. Give ME a job. ([More...](#))

7 Strategies To Improve Your Thruput In Your Business

In business, the only thing that counts is results, not how hard people work or how many hours they put in. Have you noticed in your startup or around your office that some people are always at work and busy, but others seems to consistently get more done? Studies of software teams, for example, show differences as great as ten to one in productivity ... ([More...](#))

8 Ways To Relate To Peers That Can Make Or Break You

Most entrepreneurs, and members of any small team, naively assume that the key to their success is hard work, dedication, and long hours in the business. In

reality, their effectiveness is usually more related to how well they develop their work relationships with peers and business leaders. First they need to decipher correctly every relationship as a workshop, friendship, ([More...](#))

6 User-Centered Design Guidelines To Thrill Customers

Today's customers demand more than a good product; they expect a great customer experience. A few companies are leading the way, including Apple with their iPad and iPhone, offering irresistible stores with friendly experts, elegant packaging, and customer service that never ends. People love Apple's whole customer experience, and willingly pay a premium for the product. ([More...](#))

How to Start a Delivery Business [Antony Maina In Startup Advice]

With the e-commerce world showing no signs of slowing down, the demand for delivery services has skyrocketed. If you've been pondering how to start a delivery business, you're onto something timely and potentially lucrative. Here's a glimpse into how to start a business in this growing industry and a business startup checklist to help you get started. ([More...](#))

8 New Business Keys To Success For Real Entrepreneurs

In my view, starting a new business has never been easier, and according to reports from the Kauffman Foundation, the numbers are here to show it. The rate of new entrepreneurs increased between 2013 and 2021, from 280 to 360 out of 100,000 of the adult population. They helped create over 5 million new businesses in 2022, a forty percent increase over the previous year. ([More...](#))

9 Keys To Overcoming The Fear Of Change In Business

One of the biggest challenges in any business, large or small, is overcoming the natural human preference for status quo, or fear of change. It means that most team members and executives alike have a natural tendency to prefer killing innovations rather than implementing them. Even customers, while they all want the next big thing, want it to happen with minimal new learning. ([More...](#))

Marty Zwilling is the Founder and CEO of Startup Professionals, an Arizona-based company which offers startups a range of offerings and consulting services. He has been a member of several angel investor groups, and served on many startup pitch judging panels. He is a mentor to aspiring entrepreneurs through Embry-Riddle University and the Forbes School of Business, and has done guest lectures on entrepreneurship in various MBA programs. He has experience on the Advisory Board of a several startups, and has an extensive technology background with IBM and other large and small companies.