

# Startup Professionals November 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.

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## 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".

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## How to Make Sure Your Employees Never Complain About You as a Boss

Everyone in business loves to complain about their boss, and a classic Gallup study found that 50 percent of current employees have left at least one job in their career to get away from a bad manager. When asked for clarification, the most common reason seems to be a manager's lack of clarity in setting expectations ... [\(More...\)](#)

## 10 Great Ways To Crush Creativity In Your Business

Success in any business these days requires a constant flow of new and innovative solutions, to keep up with changes in the market, competition, and to attract new customers. Yet in my role as a small business advisor, I still see a singular focus on achieving repeatable processes and "cookie-cutter" manufacturing. I don't believe these two objectives have to be mutually exclusive. [\(More...\)](#)

## 9 Sources Of Inspiration To Make Your Idea A Winner

Ideas are a dime a dozen, but the inspiration to drive a great business is a lot harder to find. As a mentor to many aspiring entrepreneurs, I often get asked for next sure-fire idea. I have to tell them that anyone can find ideas, but only you as a person can find the passion to transform one into a successful business. [\(More...\)](#)

## What Happens When Startups Turn from Their Innovation Stage to Operational Excellence? (Mark Suster)

Nearly every successful tech startup I've observed over the past 20 years has gone through a similar growth pattern: Innovate, systematize then scale operations. An alternate outcome that I also unfortunately observe in some cases are companies who had extreme early success with an initial product adoption but failed in key areas that limited the growth ... [\(More...\)](#)

## 8 Creativity Traits That Will Improve Your Leadership

Starting a new venture is all about being creative, not just in the initial solution, but in tackling the daily challenges of every new and innovative business. In my role as business advisor, I find too many people still looking for the right answers in the back of the book. Most of what you learned in school is already obsolete. The winning answers and strategy ... [\(More...\)](#)

## 6 Strategies To Optimize Self-Leadership For Business

In my experience as an advisor and mentor to entrepreneurs in business, one of the biggest failures I see is a lack of self-leadership. You can't lead a business to success, if you can't lead yourself. I define self-leadership as the capacity to set direction and make decisions, to positively drive your own performance. Leadership in business starts with making good personal choices. [\(More...\)](#)

## 7 Rules For Innovations That Produce Dominant Players

Innovation doesn't always make you a winner in business. In my role as an angel investor in startups, almost every pitch I see highlights some real innovation in technology, business model, or market opportunity. Yet only a few of these get funded, and even fewer become dominant players in their chosen space. The rest fail quickly, or struggle for years to get real traction. ([More...](#))

## Getting Clear About Risk (Seth Godin)

There are potential horrible things in the future, perhaps your future or mine. Unthinkable illnesses, weird accidents, lightning bolts of misfortune at random moments. If you decide to focus on them, you can fill your days with despair. On the other hand, pretending that it's not stupid to text while driving, to swim during a thunderstorm or to ride a bike without a helmet is dangerous indeed. ([More...](#))

## Fearful Leaders Hoard Control – Courageous Leaders Give Power (Dan Rockwell)

Feeling powerful expands possibility, elevates engagement, and enables initiative. Feeling powerless creates weakness, dependence, and fear. People who feel powerful see opportunity. People who feel powerless feel threat. Control freaks make others feel powerless. Control freaks: Pretend to be helpful. In reality they're pushing their own agenda. ([More...](#))

## 10 Strategies To Kick Up How You Will Be Remembered

Every entrepreneur and business leader waits too long before really working on the legacy that he wants to leave to society and his family. They realize too late that they don't really want to be remembered for how many hours they spent on airplanes, how many emails they produced, or even how much money they made for the business. If you disappeared today, what would your legacy show? What have you done for others? ([More...](#))

## 6 Key Tenets Of A Winning Marketing Story In Business

In my role as a mentor to entrepreneurs and an angel investor, I find that too many are stuck in this myth that a good pitch, and good marketing content, should consist of more product features, and more hype on customer benefits. Naturally, these are important, but real winning content has to start with a story that excites people's imagination, and pulls them in emotionally. ([More...](#))

## 8 Ways That Creating A New Business Helps Your Career

If you are one of the many professionals still trapped between jobs by circumstances outside your control, or are about to dump the loser job you have now, you should be actively defining and starting your own business, in parallel with looking for that ideal job. Let me explain why this is a win-win deal, no matter what the outcome. ([More...](#))

## Location, Location, Location (Fred Wilson)

Here are some "truisms" about startup investors and location that I've experienced and passed on over the years:

- Startup investors prefer to invest locally
  - The younger the startup business, the more that is true
  - Your lead investor/board member is more likely to be a local investor than your passive/follower investors
- ([More...](#))

## 10 Quotes That You Won't Hear From An Entrepreneur

Some people are not cut out to be entrepreneurs. This is a good thing, or the business world would be chaos, with everyone trying to do their own thing. So what about you? How do you know if you should be running your own company, or concentrating on that queue of work that someone else has built for you? ([More...](#))

## 3 Key Success Factors Drive Business Strategies Today

Your business can't be all things to all people, and excel at anything. Every entrepreneur and every business needs a strategy to keep them focused. In fact, in this new world of pervasive interactivity, it's time to rethink even how to develop a strategy. Strategy used to come from the inside looking out, but now it must come from a dialogue and engagement with constituents. ([More...](#))

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*Marty Zwilling is the Founder and CEO of Startup Professionals, a Phoenix-based company which offers startups a range of offerings and consulting services. He is a member of the ATIF Angels group, where he serves on the Selection Committee. He is a mentor to startups through the Thunderbird School of Global Business Executive in Residence program, and has done guest lectures on entrepreneurship in their MBA program. He is also on the Board of a several startups, and has an extensive technology background with IBM and other large and small companies.*