

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".

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8 Common Myths About How to Coach People at Work

Business productivity is all about having the right people, even though I'm bombarded daily with online tools and mobile apps that promise to solve every problem with automation and data. In reality, business success and satisfaction is about doing the right things at the right time, which requires leadership and coaching. But coaching doesn't always work the way you expect. ([More...](#))

10 Steps To A Winning Strategy For Your New Venture

Deciding to be an entrepreneur is a lifestyle move, and should be part of a long-term strategic plan. You shouldn't be making this decision just because you are mad at your boss, or you would like to be rich, or someone else thinks it's a good idea. In these changing times, if you already have a startup, with no plan, maybe it's time to think ahead for a change. ([More...](#))

Are You Involved With Business, Or Fully Committed?

In my role as advisor to small businesses, I often think of the old joke, "In a bacon-and-egg breakfast, the chicken is very involved, but the pig is committed." Some business owners claim to be committed, but seem quick to look to someone else to make the hard decisions, or some external factor to blame for challenges. On the road to success, the buck always stops with you. ([More...](#))

Why You Need Proactive Customer Service (Jay Baer)

Customer service is having a moment. Now that more and more interactions between customers and companies are taking place in public—via social media, review sites, and beyond—the stakes are higher. Attention and budgets are growing. But still, even with renewed focus, the overwhelming majority of customer service resources are reactive. ([More...](#))

7 Steps to Building the Team You Need to Start Your Business

Most new entrepreneurs work alone in developing their idea or a solution to a problem, but ultimately realize that starting and growing a business requires more. Not many people have the bandwidth to simultaneously cover all the required bases in finance, marketing, manufacturing, and operations, as well as solution development. It takes a working team to build a business. ([More...](#))

8 Steps From A Control Freak To Effective Delegator

For a few, delegating comes easily, maybe too easy. For others who are perfectionists, letting go of even the most trivial task is almost impossible. If you are in this second category, you probably don't like the references behind your back that you are a "control freak" or a "micro-manager." ([More...](#))

7 Effective Approaches For Navigating Office Politics

Running a business would be so much easier if we didn't have to deal with office politics. Every business professional not only have to deal with their own office politics, but also with those in their customer offices, vendors, and partners. According to some sources, 47 percent of workers feel that office politics take away from their productivity, and is one of the top 10 stressors. ([More...](#))

Constructive Dissatisfaction (Seth Godin)

It's never been easier to find ways to be disappointed in our performance. You can compare your output, your income, your success rate to a billion people around the globe... many of whom are happy to exaggerate to make you even more disappointed. It's hardly worth your trouble. The exception is the dissatisfaction that is based on a legitimate comparison, one that gives you insight on how to improve and motivates you to get better. ([More...](#))

How To Avoid The Truly Dangerous Thing While Seeking Feedback (Dan Rockwell)

Seeking feedback includes asking great questions and making space for people to provide thoughtful responses. 4 components of seeking feedback: Include several members of the team. Feedback from many sources is more useful than feedback from one person. Avoid the truly dangerous practice of asking wrong questions. Address foundational behaviors, not passing anomalies. Shy away from yes or no questions. Provide an opportunity for thoughtful response. ([More...](#))

6 Symptoms Of A Dysfunction That Can Kill Your Dream

Founders almost always cite lack of money as the reason for failure, but if you look deeper, I believe the reason is more often about dysfunctional people and leadership. Sometimes it comes right back to the founder, in terms of a malaise often called "founder's syndrome." A few years ago I was intimately involved with a promising startup that taught me about this issue. ([More...](#))

7 Action Items For Introverts Starting New Ventures

You can't win as an entrepreneur working alone. You need to have business relationships with team members, investors, customers, and a myriad of other support people. That doesn't mean you have to be a social butterfly to succeed, or introverts need not apply. ([More...](#))

10 Negatives That Still Make Going Public A High Risk

In the old days, every entrepreneur dreamed of easily taking their startup public, and making it big. Today the rate of startups going public (IPO – Initial Public Offering) is up from the dead zone, but is still half the rate of 15 years ago. Smart entrepreneurs are just now starting to look at this option again, due to its unpredictability and the challenges of running a public company. ([More...](#))

Diversification (aka How To Survive A Crash) (Fred Wilson)

I was emailing with my friend Harry this past week and we started talking about crypto and the inevitability of a massive crash. I am certain the big crash will happen. I don't know when it will happen and I think it may be some time before it does. But better safe than sorry. So I'm going to write some thoughts about how to survive it. ([More...](#))

10 Strategies For Managing The Stress Of A Startup

One of the most common complaints I hear from entrepreneurs is that they are overwhelmed by the workload and stress of starting their company. Then there are the additional challenges of balancing the demands of family and friends. Having too much on your plate can turn your dream into a nightmare. ([More...](#))

Tips On How To Approach Tough Decisions In Business

Every so often a promising entrepreneur seems to freeze in the oncoming headlights and gets run over by his competition. Why is it that his idea which seemed so fundable only months ago fails to attract investors today? The team is the same. The company's market is the same. ([More...](#))

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.