Leader-Preneurship

Your Market

Competitors

Leadership
The Beginning
Entrepreneur

A person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so.
What is a business?

Service or product + Capital + Customers = A Business
Know what this is?
Wake N Bacon
Top 10 Start Up Mistakes

1. Building something nobody wants (Score: 300, 36% of Tot.)
2. Hiring Poorly (Score: 153, 18% of Tot.)
3. Lack of Focus (Score: 112, 13% of Tot.)
4. Fail to execute Sales & Marketing
5. Not Having the Right Co-Founders
6. Chasing Investors, Not Customers
7. Not Making Sure You Have Enough Money
8. Spending Too Much Money
9. Failing To Ask For Help
10. Ignoring Social Media
Market

Definition:
- a regular gathering of people for the purchase and sale of provisions, livestock, and other commodities.
- an area or arena in which commercial dealings are conducted.
How many people need what I do or the service I provide?
How many people want what I do or the service I provide?
What is the geography of my market?
Who is my market?
What are trends and cycles of my market?
What causes trends and cycles in my market?
How saturated is the market?
Thomas Edison:

“I have not failed. I’ve just found 10,000 ways that won’t work.”
<table>
<thead>
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<th>Competition</th>
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<td>Direct</td>
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<td>Indirect</td>
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Competition

Your Greatest Competition is The Government
Questions to Consider

How will my business stand out from my competition?
Why hasn’t anyone else entered this market?
What is cost of goods sold or cost of providing service?
How many employees will I need?
When will I need them?
Is my business seasonal?
If so, when is the season?
If seasonal, how will my business sustain itself through the rest of the year?
What type of facility do I need and?
Utilities?
Leader/Owner Relationships

A A B C’s
For Business
Leader/Owner Relationships

Attorney

Formation
  Articles of Organization
  Operating Agreement
Partner issues
Sales agreements
Contracts
Exit strategy
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<th>Leader/Owner Relationships</th>
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<th>Accountant</th>
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<td>Analysis</td>
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<td>Taxes</td>
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Leader/Owner
Relationships

Banker

Operating Accounts
Loans
Start Up
Equipment
Lines of Credit
Leader/Owner Relationships

Center Point Business Solutions

- Hiring Processes
- Payroll
- Benefits Administration
- Termination
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You need to think like or talk to one of the above everyday.
Employees

• Nothing Better than a good one
• Nothing worse than a bad one
The Growing BURDEN of Employment Law and Regulation

By 1900
- Common Law
- Case Law
- Davis-Bacon
- FICA
- FLRA
- State Law

By 1940
- Case Law
- Common Law
- Davis-Bacon
- FICA
- FLRA
- State Law

By 1980
- ADA (age)
- ADEA
- CAA
- Case Law
- CCPA
- CERCLA
- COBRA
- Common Law
- CRA
- CWHSSA
- Davis-Bacon
- EPA
- ERA
- ERISA
- FICA
- FLSA
- FLUTA

Present Day
- ADA
- ADA (Age)
- ADEA
- Adoption Act
- AHERA
- AIRZ
- AJCA
- ARRA
- BLBA
- CAA
- Case Law
- CCPA/CPCPA
- CCRA/CCRRA
- CERCLA
- CHIPRA
- CLASS Act
- COBRA
- Common Law
- Copeland
- CRA ‘64 & ’91 (Civil Rights)
- CRA (Com. Reinvest)
- CWHSSA
- Davis Bacon
- DPWA
- DOMA
- ECPA
- EGTRRA
- EPA
- EEA/NEPA
- EPPA
- ERA-EPA
- ERISA
- FCRA
- FDA
- FICA
- FLSA
- FMLA
- FLRMA
- FLUTA
- FWPCA
- GINA
- HIPAA
- HIRE Act
- HITECH
- HMO
- INA
- IMMCA
- IRCA
- IRCA
- ISCA
- JCWA
- LHB
- LMRRA
- LMRDA
- Local Law
- MHFA
- MHPA
- MHPA
- Michelle’s law
- Miller Act
- MOSCA
- MSHA
- MSRA
- NEPA
- NLRA
- NMHPA
- NTSSA
- OSHA
- OSHA
- OWBPA
- Walsh-Healey
- PDA
- PPEA
- PPA
- PPACA
- HCOER
- PRWORA
- PSSA
- REA
- Reid-McConnell
- RLRA
- RPA
- SBIPA
- SDWA
- SOX
- SSA
- STAA
- State Law
- SWDA
- TEFFRA
- TIPRA
- TRA-1986
- TRA-1997
- TSCA
- USEURRA
- VEVRA
- WARN
- WRERA

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THE COST OF A BAD HIRE

IT'S NOT JUST TURNOVER.
POOR HIRING PRACTICES CAN LEAD TO BIG PROBLEMS.

Causes of Turnover

80% BAD HIRES

OTHER 20%
The average cost of a bad hire is 2-3 times the person's salary.

Direct costs include recruitment, interviewing, training, bonuses, & severance. This does not include lawsuits from negligent hiring; the average settlement is $1M.

Indirect costs result in losses in productivity, morale, job knowledge, reputation, work quality, & customer satisfaction.
Leadership/Ownership

To work for your self and have a successful business

You must be able to **tell** and **sell** your story
Leadership/Ownership

If you want to grow your business beyond what you are capable of doing yourself

You must inspire others to **tell** and **sell** your story.
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<tbody>
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<td>Coach</td>
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<td>Janitor</td>
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<td>Manager</td>
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<td>Negotiator</td>
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*It will be lonely at times*
Leadership/Ownership

When you’ve prayed for rain

Don’t get upset when you get muddy

Muddy is Fine!
Service Is The Key

Customers will remember how they were treated more than the product or price

Bad service can ruin great product

Good service can overcome bad product
"Many of life's failures are people who did not realize how close they were to success when they gave up."

"I have not failed. I’ve just found 10,000 ways that won’t work."

Thomas Edison:
Good Reading

- The Butterfly Effect – Andy Andrews
- From Good to Great – Jim Collins
- The Fred Factor – Mark Sanborn
- 21 Irrefutable Laws of Leadership – John Maxwell
- Rich Dad Poor Dad – Robert Kiyosaki
- Who Moved My Cheese? – Dr. Spencer Johnson
My Story

Dear Chuck, Deborah, and Daniel,

I write this with tears in eyes because we could not give your Easter gifts. I hope you understand that we chose not to buy such big items at this time because we had to put off buying in the light of the present situation with our country’s economy. I have, during the past six months, been trying to plan to be debt-free (except for car and house payments) by fall of this year. Needless to say, the big tax payment has hit us hard and has delayed our debt-free situation.

I hope that you treasure more the tangible and intangible things you receive daily from us, though we are far from perfect, we want to be perfect. So I am grateful for your support in providing us with the care, love, and unconditional love for each of you.

My desire for you is that you will become what God wants you to be, even now as teenagers, and ultimately in your life’s work.

I love you so!

Mom

P.S. Please plan on not giving Mother’s Day gifts—just a hug will do!!
Leader-Preneurship

Questions?

Market

Competition

Leadership