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WORKING FULL-TIME IN A NEW BUSINESS

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Quick Summary: Carefully deciding what does not have to be done now, is the key to a successful start.

Abstract:

When an entrepreneur begins to work full-time in the new business, their feelings will run the whole gamut from very positive to very, very negative. The swings may occur moments apart. The key to avoiding feeling overwhelmed is to consciously decide what you do not have to do now. Then, focus on the few remaining items that do require attention. This process can only start with understanding the scope of activities that must be addressed “sometime.”

For most entrepreneurs, the first day on the new job is filled with excitement, optimism, and fear. The reality of being on your own does not sink in until you ARE on your own. The emotional roller coaster will be a new way of life that will not subside for a long time, perhaps forever. However, you are in a class of individuals who have dared to take the leap. As discussed in Principle One of this collection, failure, not success, is the norm. No matter how it turns out, the entrepreneurship journey will create lasting memories. Of course, some will be bad, but many will be good. Virtually every entrepreneur, successful or unsuccessful, looks back and feels that the effort was well worth it.

Early in their journey, most entrepreneurs seem to operate near one of two opposite rails. Some, mostly highly technical entrepreneurs, spend virtually all their time working on the technical details of the planned offering. While others start working on the customer/revenue side of the business. In between these extremes lies “everything else.” For many entrepreneurs who are focused only on the one thing they do best and are operating at either rail, they believe that the “everything else stuff” can wait. Unfortunately, most of it can’t! The article in this collection, 3.010301, “*Entrepreneur to Chief Executive Officer*,” highlights this issue. Even simple things like creating and ordering business cards take time. In no time, even those very long days fly by. At the end of the first few weeks or months, it seems that the to-do list just keeps getting longer and longer, with success appearing to be further away. It always happens.

Instead of being overwhelmed by the total, the opposite outlook should occur. These articles are intended to give the reader things to think about, but not necessarily do, especially in the early stages. The key to success is knowing what needs to be done and then prioritizing. It involves making conscious decisions of what NOT to do. Compare this approach to the entrepreneur operating near either rail, as described above, who makes the same decisions but unconsciously.

The key tactic is to plan what to do and what not to do and then respond, not react, to tasks and issues as they arise. Avoiding interrupt-driven entanglements allows for definitive progress. The to-do list may be just as long, but by following the conscious de-periodization method, the open items list will shrink daily.

Although not specifically covered in any of the articles, it is suggested that completed items never be removed from the to-do list. They should be marked as complete and, normally, hidden from view. However, when a frustrating day or week occurs and “nothing seems to have been finished,” look at the list to see how far you have already come.

Of the almost 760+ articles written for the CxO-Atlas website, 136 relate to this business stage. Nineteen of those articles have been tagged on the website with “S3_Working.” The user can use the website’s “All Documents Tag” filter function to select these articles. For reference, they are listed below.

Article	Title	Quick Summary
1.030103	Stage 3: Working Full Time in a New Business	Carefully deciding what does not have to be done now, is the key to a successful start.
3.010008	An Entrepreneur's Take-Home Test	There are a series of questions that need to be answered while on your journey.
3.010009	Thunder in the Distance	It is easy to make simple decisions today that can have long-term negative consequences.
3.010301	CEO Means Chief Everything Officer	There are many roles that an entrepreneur must fulfill before becoming a Chief Executive Officer.
3.010401	Business Variables are the Same	Planning ahead to address all of the elements required for the company to be successful is crucial.
3.010403	Everything is Easy Until You Start	It is easy to envision the future, but it is hard to reach.
3.010405	Starting Versus Beginning	The real issues only appear after you actually begin to develop a product or service offering.
3.020402	Business Plans Are For You	Business Plans should be thought of as your internal reference guide to validate your plan.
4.050201	The Buck Starts Here	Focus on vision, strategy, and tone to move the organization in the desired direction.
4.050202	You Wear Two Hats	Leading and managing are two different activities that the CEO must perform simultaneously.
4.050206	Your Top Priority	Spending the right amount of time on the right things must be every CEO's top priority.
4.050212	Hiring Number Two	Hiring someone to help shoulder the load of the CEO in a new company is critical to its success.
4.050405	With or Without You	Does your company run on cruise control or, do you have to be constantly behind the wheel.
4.060402	Be Willing to Let Go	Explaining why a task needs to be performed is as important as explaining what has to be done.
5.010301	One Question: Multiple Parts	One seven part question provides an accurate assessment of a sales opportunity.
5.010309	Almost the Same Question	Understanding how both you and your business partner can be successful is critical.

5.020501	There is Always a Reason	Thoroughly understand sales impediments and develop plans to avoid or resolve them.
5.040506	Your Message: Crystal Clear or Foggy	Make sure that your intended message is what the other person heard – it can be very different.
7.010302	Part-Time Employees, Fulltime Experts	The market is filled with individuals with outstanding expertise available on a part-time basis.