

## SO, YOU WANT TO BE A BUSINESS OWNER HOW HARD CAN IT BE?



You can see it now... The big rewards, the fruits of your tireless labor – all yours to enjoy.

The money is there - yours for the take!

### **NOT QUITE.**

Here is a slightly dramatized (but true) snapshot of a client's day (dentist identity withheld):

She woke at 6:30 am to a text message: a key employee cannot come into work today. There is no backup. Hygiene appointments cancelled. \$1,400 in lost income. Great start to the day!

At 8:40 am, a patient calls, ready to proceed with a lucrative cosmetic treatment plan.

### **Suddenly, she is back on top of the world! What a wonderful day!**

By 9:15 am, an email arrives. A valued supplier invoice is much higher than budgeted. Cue a long, drawn-out discussion, a debate of "he said – she said." She ends up paying. They made it seem like it was all her fault.

### **An hour of her precious time wasted, spirits dampened.**

Late morning: the patient's washroom is out of toilet paper. No one planned for this. No emergency stock. She moves fast, jumps in her car within minutes, and is off to Walmart. Toilet paper takes priority over her winter coat.

### **After all, she gets things done, right? She is an unstoppable entrepreneur!**

Standing in the self-checkout line, she runs into a favorite longtime patient. A dutiful conversation ensues. The patient is aging and has stories to share. No time for reminiscing, but she listens dutifully.



Back at the office, she finds the front desk is empty, with patients waiting to be checked in. It's lunchtime, and of course, the staff are enjoying their salads in the lovely lunchroom she designed.

Private bathroom for staff only, lockers, and a soft and calming environment, just as the design guru suggested. She never sits in there, though – she is usually found in her private office with her cold soup.

By 1:15 pm, she is ready to see patients again. One and a half hours of her day were spent on a menial task that could have been delegated. But she chose to do it herself: fast, more efficient, unstoppable.

### **Yes, she is a resolute entrepreneur!**

But what did that hour and a half really cost her? Time not spent practicing her core skills or leading her team.

On her way home, she decided a paper products replenishment policy must be created. And then comes the harder decision: whom should I empower with this task?

All the billionaires on Instagram tell you that a task that can be delegated should be delegated. And they should know. Instagram is full of amazing success stories!

NOT TRUE.

### **Most self-anointed Gurus have never owned a business!**

It's now 8 pm.

After feeding the kids and tending to the 'tired' spouse, she recaps her day: "I spent too much time solving a toilet paper problem today."

Extreme? Maybe. But this is the reality of business ownership.

Every owner faces these challenges. No business is unique when it comes to the most important and critical measure of success:

### **Human resource management and corporate culture.**

While she spent two hours on toilet paper, she could have been leading, inspiring her team, and focusing on important patient care. But there was a crack in the system - and no toilet paper to fill it.

Canadian winters are brutal for business owners. Invoices pile up, and there is usually a winter slowdown - except, of course, for our friends in the ski industry!

I am a business owner. I get it. I feel the daily HR pain.

TEXT me if you need to vent or just to chat.

Subscribe to my newsletter: [Timothy's Newsletter](#)

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