

## Entrepreneurship – The Art of Saying No!

Individuals on the path to entrepreneurship are often faced with a world of challenges when starting their business. These challenges range from access to finance, red tape, lack of focus, difficulty in attracting talent, walking the thin line between growing the company size and growing its revenues, double hatting & multi-tasking, and finally managing the tight cash flow.

Amidst all this madness, entrepreneurs - through their whirlwind of door knocking and hustling to grow their business and brand - often build vast networks of contacts and a reputation as qualified go-getters. The very skill set that made them decide to quit their high profile jobs and become entrepreneurs are the very aspect that makes them extremely attractive to potential employers.

Those potential employers come on strong and believe they should not take no for an answer. The entrepreneur finds himself/herself bombarded with job offers, many at salaries far beyond what his/her company is making at the moment.

This is the true entrepreneur's dilemma, for the measure of an entrepreneur is determined by what you do at this point. Do you abandon the dream? Do you give up your budding business to don a suit & work towards making someone else's dream come true? Do you favour security over potential?

We are here to tell you to hold strong. For in reality this onslaught of job offers is only reaffirming what you know to be true. You are capable. You are ready. You are in the right place. You are living out your dream and building your own success story. Those offers will always be more tempting and rewarding on the short term. In terms of money and security, the offers you will get as soon as you start going entrepreneurial will be more appealing. The more successful you are in your pursuit the more attractive you will continue to be to potential employers should you decide to go back



to the ranks of the employed someday. Yet for the time being, consider this experience an investment in yourself and your personal growth. Do not be tempted or swayed. These job offers are not signs you need to quit that are talking to you during your moments of despair. Instead these are encouraging signs that you are worthy of watching and recruiting and that you should continue to focus on your business. Entrepreneurs need to acquire the skill of saying no, at first to job offers, and down the line to client requests that are either not realistic or that aim to box you.

Knowing when and how to say no will remain the key to success in the lives of entrepreneurs.