

Hi, this is AJ Mirabedini CEO and founder for Entrepreneurs RX- a dedicated group of business experts that have come together to be able to provide, finally, a blueprint for how a small business needs to operate.

Our approach, our research, our experience has proven that there's seven critical success pillars to your business, that if you manage them ongoingly, proactively, you're assured of having the success that you define as the success you want within your business.

So I'm here to answer some questions for some of our clients and customers who reached out to us.

This question comes from Jane.

Her question is

How can I spend time and money on hiring and training when I'm already over?

Well, Jane, if you are already overwhelmed, now is not the time to hire and plan for attack.

You should have done that before you got overwhelmed. The problem is that we, as small business owners, are reactive. We wait until the 11th hour and then we expect the cavalry to come in and to help us.

That's when we hire poorly. That's when we spend poorly. And that's when we get ourselves an overwhelmed state. Your question really needs to be approached backwards.

By that, I mean, why are you overwhelmed?

You need to not be in a state of overwhelm, because if you are working on your business not in your business, a state of overwhelm only creates chaos and confusion for you, your employees, your clients, your family, your own self.

So my suggestion to you is this- pause.

Take a deep breath.

Look ahead, six months a year from now, and begin recruiting and hiring now.

Small to medium businesses need to have a bench of talent available to them. And that bench needs to be done proactively. You need to have a thick Rolodex. Virtual Rolodex of hired people, talented people that you have to be able to bring on board when you achieve your vision.

When we operate our business in a spur of the moment basis, that's when we trip. That's when we get overwhelmed and that's when we hire people desperately that probably shouldn't have been hired.

So my suggestion is to calm the waters and look ahead and begin to forecast and plan and identify the avatar of an ideal employee for you that will do the work that you need to do that can allow you to be able to succeed.

A lot of that is- why are you doing some of this stuff? Part of your overwhelm, I bet is because you're working in areas that you have no business working. You're there as an entrepreneur, because you're really good at what you do and you need to keep doing that thing that you're very good at doing.

And you need to surround yourself with people that are really good at what they do that can compliment what you do.

So, don't wait until you are overwhelmed. Act now. So in the future, you can be not overwhelmed and you can create a sustainable, scalable business plan.

Our approach is that there are seven success pillars and human resources. Your people are the second most important aspect of those pillars and hiring the right person at the right time for the right reasons is the only way that you're gonna ensure that the people in your business are there to scale with you and to grow as you see the need for growth, not after you feel the growth.

That's usually when we get in trouble.

So make sure you pause, make sure you reset and make sure you plan into the future. Thanks Jane.