



*Integrity, motivation, failure analysis, and a reliable team go a long way in helping one become a successful leader.*

♦ SAURABH KABRA, TRUVISON

**LEADERSHIP**

# Take the leap

**E**ach business has certain predefined goals and aspirations and these must be pictured well before inception. An entrepreneur upholds the soul of his business and is evidently the pillar holding a myriad of responsibilities. The organisation would grow only if the protagonist guides it along the path. While discharging various responsibilities as an entrepreneur, a lot of learning is acquired but the modes of learning and alterations needed in the course of journey depend on personal perception.

## **Do not be a romantic**

When you are an entrepreneur, it is easy to fall in love with an idea. Ideas that you think are unique and will surely work. But you need to explore and learn from the mistakes of others before taking the first step to be a smart entrepreneur.

It is very invigorating to be an entrepreneur and it seems like a rosy picture to run a business, but it does not work like that. There are various practical decisions that you have to make, and different situations to deal with. Realise the gravity of the situation and learn to take responsibilities. Do not get carried away

with one idea and go ahead trusting your gut feeling (instinct); rather explore, understand, and make decisions carefully. Restrain yourself from falling in love with just one idea lest you overlook the practicality of the situation.

## **Retrospect your failures rather than mourning on them**

Let us first learn to accept the term 'failure'. The second stage of realisation is that we all have to face it at some point in life and let us not expect life to be immaculate. Once there is acceptance of failure, particularly in an organisation, you can begin analysing the genesis of an activity that led to it. If there is a team of people involved in a project, there are multiple chances of the failure analysis discussion leading to a negative outcome and the blame game follows. In a general situation within an organisation, it is noted that the percentage of blame is higher than the number of failures accounted. This does not truly mean that the failures were less in number, but rather there are many failures that go unnoticed since our focus is on blaming others. This scenario demands a change in outlook—where an entrepreneur can award his employees for analysing the failures and outlining the curative measures. Also introduce a no-blame policy

## LEADERSHIP



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where each one is responsible in a team as a whole, and as responsible adults we can prevent any malpractices or rectify mistakes. This would lead to an optimistic outcome benefitting the organisation.

### **Develop a character to rely on**

The third trait that all successful entrepreneurs must possess is integrity. Perhaps the most appreciated and respected quality he or she can develop and possess is reputation for absolute integrity. You must be genuinely honest in everything you do and every transaction or activity you perform. Never compromise on your integrity.

Your success in entrepreneurship is purely determined by the number of people who trust you, are ready to work with you, give credit and appreciate your efforts, and stand by you in difficult times.

### **Be insanely self-motivated**

To simply put, you need to be insanely self-motivated to be a successful entrepreneur.

You also need to be authentically curious

about the world and the market, in a quest for solutions. Though eventually, you will grow your team and get creative and enthusiastic people onboard, initially you will be on your own. This means you are the marketer, finance co-ordinator, PR director, and HR. And this requires a lot of effort and motivation. You will wear more than one hat and that will exhaust you. However, if you are self-motivated, this can be an exciting learning opportunity.

### **Build 'your' team**

No person can build an empire alone. It requires a team that is as motivated and committed to the business and its growth as you are. As you look at hiring people, you must consider various aspects—skill sets, attitude that support your brands, the culture you want to promote, which will foster innovation and enhance the work atmosphere. Apart from skills and attitude, you must hire for culture and values. You can help your team develop certain skills, but you cannot make someone's values fit your company. Include people you can count on.

There is no shortcut to become a successful entrepreneur. But you can always jumpstart your journey to become successful. **IM**



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