TenStep, Inc.

TenStep Supplemental Paper

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Underlined for Success!

Making history out of nothing at all - that's an entrepreneur! An entrepreneur dares to dream and knows no matter how tiring the journey, he will make it. Successful entrepreneurs do not follow footsteps; they create their own paths. Entrepreneurs boldly stare in the face of any kind of risk. Such people aren't born; they're trained for success. No one is ever as enthusiastic and energized as someone propelled forward by a focused dream. But dreaming is not enough. Entrepreneurs are dreamers turned doers.

Here are a few characteristics of successful entrepreneurs:

1. Define the dream! Staying focused on a clear goal - and keeping employees focused on that goal - is often one of the most difficult tasks of the entrepreneur. In fact, one of the most important lessons business owners learn early on is that their company can't be all things to all people.

2. Where is the dream heading? Without customers, you can't build a business. The successful entrepreneur spends time understanding the interests and buying trends of potential customers and views the company's products or services through the consumer's eyes. He is customer-focused.

3. Team-oriented. Most successful entrepreneurs recognize that they can't build or run their business alone. Delegating responsibilities to teams of employees or even outside consultants will not only allow the company to focus on its core competencies, but will also improve the efficiency of its operations.

4. Skills-oriented. Each member of the team must have skills that can contribute to the company's overall performance. The astute entrepreneur makes sure that his team possesses a diverse skill base - one that complements his or her own skills and can create synergy in a team environment.

5. Techno-knowledgeable. Knowledge is the key! The entrepreneur must possess knowledge about technology and take the initiative to hire individuals who can implement technology plans and programs.

6. Dreaming Beyond! More and more businesses today are going international. Operating in a global environment means that entrepreneurs must understand the economic and legal issues that have an impact on international markets and products, as well as local customs.

7. Restructuring the Dream. The successful entrepreneur is sensitive to the changing marketplace, competitor strategies, and customer preferences and adapts products or services accordingly.

8. Dreams to Reality. Making money (and profits) requires managing money successfully. Being financially astute, carefully managing vendors and suppliers, and hiring the right team of financial advisors can all help a business prosper.

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9. Make it Happen! Successful entrepreneurs don't get overwhelmed or consumed by day-to-day problems. They have a vision for the future of their company and make an effort to understand the trends and forces that will impact their ability to achieve that vision.

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