**TECHNICIAN, MANAGER OR ENTREPRENEUR – E-MYTH REVISITED**

**DO YOU EXPERIENCE EXHILARATION OR EXHAUSTION DAILY?**

**What are you? Technician, Manager or Entrepreneur?**

Too often people start businesses with great enthusiasm, then before you know it, the passion is gone and it just hard work.

Michael Gerber’s “The E-Myth Revisited” book makes the point that to be successful in business we need to be master juggler of three functions Technician, Manager and Entrepreneur.

Technicians – live in the present: Experts in doing stuff, craftsman at their trade. Their ethos is captured by the statement “you want it done right, do it yourself”.

Managers – live in the past: Pragmatic in nature, planning order, creating predictability

Entrepreneurs – live in the future: They turn a trivial condition into exceptional opportunity, true visionaries and catalysts for change. They are focused on the bigger picture continually questioning the business and its place as opposed to operating it.

The E-myth refers to the Entrepreneurial Myth that businesses are started and lead by entrepreneurs, rather than the truth, most businesses fail because the founders are technicians. Their entrepreneurial traits only appearing for a small moment in time at inception, only to be quickly replaced by the dominant behaviour of a technician.

The acts of a technician lead businesses, inevitably lead to what Gerber describes as “entrepreneurial seizure, that point when the business has enslaved the owner”.

The classic sign or precursor to this “seizure” being when the technicians abdicate tasks they dislike or do not have skills in, rather than delegating. Typically this plays out as employing someone for a while to do all the stuff they dislike. Slowly they become disconnected from the business they started and after a while the new manager they employed gets pissed off and leaves them in the poo (poo being my technical word not Gerber’s).

“You too many entrepreneurs start out with passion and drive, to only find themselves with a lousy job a few years later, working their butts off for little or no reward.”

The e-Myth Revisited is a great read and is available on Kindle well worth an afternoon on your deck chair.

More wisdom from Gerber … “A mature business knows how it got to be where it is and what it must do to get where it wants to go”. Shifting from adolescence to maturity as a business usually coincides with a crisis or getting outside help, you choose.

The fact that these technicians (craftsman) are not strategists or skilled in some basic business skills, is very evident in the NZ landscape.