Watching my childhood street food stores close down during the pandemic made me realize that small businesses in Indonesia, despite dominating the economic landscape, need help in understanding modern day business operations. Hence, BusinessLab was created. An Instagram page aimed to spread knowledge surrounding small business operations to Indonesian teenagers made by two of my friends and I. However, running it wasn’t as smooth as expected.

Prior to operating the page, we decided on each other’s roles. I was appointed as the leader and content creator, which meant being responsible for the group’s work. The first went by quick and easy. However, the second week started haunting us with challenges. Designs were starting to come in late along with inconsistencies from the administration department. Most importantly, I sensed a lack of commitment from my friends. Knowing I had to make a quick decision, though it was tough, I decided to part ways with my two friends.

I pressed the reset button, rebranded the whole page, gathered three of my friends, and made a firm sustainable structure that I made sure everyone agreed with. Learning from previous mistakes, I made sure they were all committed. This time around, we prepared our posts in advance and made sure to meet every week for a progress check-up. That way, we were always on the same page. Not long after, our numbers grew significantly, and most importantly the group was in-sync and the wheels were turning. This six-month long unfinished journey taught me that failure plays a huge role in creating success.

Hi Danendra,

Such a suitable story for this prompt. I can sense you’re trying to show your leadership skills, how you handled and responsed to obstacles, and what you learned from it. I do think though that you could include a little bit more detail and make some parts clearer.

Since you are comparing and contrasting what you did the first and second time, make sure to phrase some parts you want to compare clearly.

For example, you could phrase one of them as “we quickly decided on each other’s roles and started immediately” to show incautiousness, whereas you planned your second time thoughtfully. This will help make the differences clearer to see.

All the best!