

# THE E MYTH REVISITED WHY MOST SMALL BUSINESSES DONT WORK AND WHAT TO DO ABOUT

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### **The E-Myth Revisited: Why Most Small Businesses Don't Work**

In his groundbreaking book, "The E-Myth Revisited," Michael Gerber revolutionized the way small businesses are approached and operated. Gerber argues that most small businesses fail because they are built on the "E-Myth," or the Entrepreneurial Myth, which perpetuates the idea that successful businesses rely solely on the technical expertise of the founder.

### **What is the E-Myth?**

The E-Myth is the belief that:

- A small business should be centered around the owner's technical skills.
- The owner should be the "doer" who handles all aspects of the business.
- As the business grows, the owner will simply hire more "doers" to handle the workload.

### **Why the E-Myth is Wrong**

Gerber argues that this approach is flawed because:

- It ignores the need for a clear business plan and systems.
- It fails to create a scalable business that can grow beyond the founder's capabilities.

- It leads to the owner becoming overwhelmed, overworked, and potentially burnt out.

## Overcoming the E-Myth

To overcome the E-Myth, Gerber proposes a three-step process:

- **Entrepreneur Phase:** Focus on developing a clear business plan, systems, and marketing strategies.
- **Manager Phase:** Delegate tasks to qualified employees and manage the business from a higher level.
- **Technician Phase:** Continue to perform technical work only as necessary, while overseeing the overall operations.

## Key Questions and Answers

- **Q: What are the biggest challenges small business owners face?**
- **A:** Lack of planning, ineffective systems, and a failure to delegate.
- **Q: How can I tell if my business is built on the E-Myth?**
- **A:** If you feel like you're always working "in" the business, rather than "on" the business, you may be trapped in the E-Myth.
- **Q: How do I overcome the E-Myth?**
- **A:** Follow Gerber's three-step process, focusing on planning, systems, delegation, and developing a scalable business model.
- **Q: Is it possible to succeed as a small business owner without technical skills?**

- **A:** Yes, by leveraging the skills of employees and focusing on building a solid business foundation.
- **Q: What are the benefits of overcoming the E-Myth?**
- **A:** Increased scalability, reduced stress, and the potential for greater financial success and personal fulfillment.

## **Transmission: A Mind-Bending Exploration in Hari Kunzru's Novel**

### **What is Transmission about?**

Hari Kunzru's "Transmission" follows Michael, a man haunted by visions of a parallel world. As he delves into these visions, he encounters a shadowy organization known as Transmission, which tries to manipulate reality through technology and surveillance. The novel explores themes of technology, memory, and the nature of reality.

### **Who is Michael?**

Michael is a successful doctor who begins to experience inexplicable visions of another life. These visions grow increasingly vivid and disturbing, blurring the lines between reality and illusion. As he investigates the source of these visions, he uncovers the existence of Transmission and its sinister agenda.

### **What is Transmission?**

Transmission is a secretive organization that uses advanced technology to manipulate reality. They insert false memories into people's minds, alter historical events, and control the flow of information. Their motives are shrouded in mystery, but it becomes clear that they are intent on shaping society according to their own twisted vision.

### **How does Transmission impact Michael?**

As Michael gets closer to uncovering the truth about Transmission, his own reality begins to unravel. He is haunted by both his visions and the knowledge that his memories cannot be trusted. He struggles to distinguish between what is real and what is constructed by Transmission, questioning the very nature of his own existence.

### **What are the implications of Transmission's actions?**

"Transmission" raises profound questions about the consequences of unchecked technological power. It explores the dangers of surveillance, the manipulation of history, and the erosion of individual freedom. Kunzru's novel serves as a cautionary tale about the potential risks and abuses of technology when it falls into the wrong hands.

**Are beautiful people more likely to have daughters?** Being physically attractive at age 7 increases the odds of having a daughter by 23% or decreases the odds of having a son by 19%. Similarly, net of the same control variables, being physically unattractive at age 7 decreases the odds of having a daughter by 20% or increases the odds of having a son by 25%.

**Why do beautiful people have more daughters in psychology?** It appears that natural selection does help individual genes to spread, by subtly biasing the offspring sex ratio so that beautiful people, who can benefit from having a daughter, do indeed have slightly more daughters than ugly people, who cannot so benefit.

**Who is more likely to have a daughter?** The overall picture is that the older the parents (both the mother and the father), the more likely they are to have a daughter.

**Who is more likely to have a girl?** Almost everyone has around a 50% chance of having a boy and a 50% chance of having a girl. What we can say is that dad's sperm determines whether a baby will be born as a boy or a girl. About half of his sperm will make a boy and half a girl. The sex of the baby depends on which sperm gets to the egg first.

**Are babies more attracted to pretty faces?** Human infants, just a few days of age, are known to prefer attractive human faces.

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**Why are pretty people more likeable?** Enhanced first impressions. Those who are considered attractive are often perceived more positively, a phenomenon known as the “halo effect”. This psychological bias leads people to assume that physically attractive people possess other desirable traits such as intelligence, kindness, and competency.

**Are some people more prone to having daughters?** "The family tree study showed that whether you're likely to have a boy or a girl is inherited. We now know that men are more likely to have sons if they have more brothers but are more likely to have daughters if they have more sisters. However, in women, you just can't predict it," Mr Gellatly explains.

### **What are the Conditions of Building Contract in SIA 9th Edition?**

The Singapore Institute of Architects (SIA) 9th Edition Conditions of Building Contract are a set of standard terms and conditions used in construction contracts in Singapore. They are designed to allocate risks and responsibilities between the parties involved in a construction project.

#### **Q: What is the purpose of the SIA 9th Edition Conditions of Building Contract?**

- **A:** The SIA 9th Edition Conditions of Building Contract are intended to provide a fair and balanced framework for construction contracts. They aim to:
  - Clearly define the rights and responsibilities of the parties involved
  - Minimize the risk of disputes
  - Facilitate the efficient and timely completion of construction projects

#### **Q: Who can use the SIA 9th Edition Conditions of Building Contract?**

- **A:** The SIA 9th Edition Conditions of Building Contract can be used by any party involved in a construction project in Singapore, including:
  - Employers
  - Contractors

- Consultants
- Subcontractors

**Q: What are the key features of the SIA 9th Edition Conditions of Building Contract?**

- **A:** The SIA 9th Edition Conditions of Building Contract include the following key features:
  - A comprehensive set of terms and conditions covering all aspects of a construction project
  - Clear and concise language that is easy to understand
  - Flexibility to allow for customization to meet the specific needs of a project

**Q: Are the SIA 9th Edition Conditions of Building Contract mandatory?**

- **A:** No, the SIA 9th Edition Conditions of Building Contract are not mandatory. However, they are widely used in Singapore and are considered to be the industry standard.

**Q: Where can I find a copy of the SIA 9th Edition Conditions of Building Contract?**

- **A:** You can purchase a copy of the SIA 9th Edition Conditions of Building Contract from the Singapore Institute of Architects website.

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