

BEHAVIOURAL ASPECTS AND TIME MANAGEMENT

Being an entrepreneur isn't easy. It requires the kinds of habits that most people simply don't have, along with a discipline, passion and dedication that are unmatched among non-business owners. And while every entrepreneur is different, we all have a lot in common -- including many of the same habits.

Here are 10 behaviors shared by unstoppable entrepreneurs:

1. They plan their day in advance.

In business, it's easy to let other people's priorities run your day. Phone calls, emails, appointments, meetings -- it never ends. Unstoppable entrepreneurs [plan their day in advance](#), before the mayhem begins. But they don't just make any old plan -- they make sure to block out time for their most important priorities.

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2. They get proper nutrition and exercise.

This simply can't be overstated. Being a productive, unstoppable entrepreneur is about your body just as much as your mind and will. If you don't take care of your nutrition and daily exercise, you aren't going to be at your best -- and you definitely won't be unstoppable. Drink a lot of water, eat breakfast and get your body moving. You'll be much more successful as a result.

3. They position themselves to serve.

Those who focus only on their own success are the ones who don't succeed at all. To be effective as a business owner, you need to serve your customers. That might come through in the way your products make their lives easier or the way your customer service efforts delight them. Whatever the case may be, setting service as one of your top priorities is a surefire way to become unstoppable.

4. They set clear goals.

Every unstoppable entrepreneur has clear goals. Knowing your goals will keep you going when things get tough and give you something to focus on when you're not sure

what to do next. But your goals shouldn't just focus on the long term. Have long-term, mid-term and short-term goals. Doing so allows you to plan your days and weeks with unmatched focus, knowing exactly what you're shooting for.

5. They take calculated risks.

People have an image of entrepreneurs as those who take crazy risks just for fun. But while the risks we take may be crazy to those without an entrepreneurial mind, in reality, they're calculated. Or, at least, they should be. If you're the type of business owner who jumps in without knowing the numbers and probabilities behind your course of action, you won't last long.

6. They know their strengths and weaknesses.

Successful business owners are honest with themselves. They know their own strengths and weaknesses, and take them into account with every business decision. It takes humility to really examine yourself this way, but it will pay great dividends when you know exactly who to hire, who to partner with and what skills you can offer.

7. They hire A-team players.

Entrepreneurs that don't succeed are often those who are afraid to have A-team players on their staffs. They either feel threatened or they won't offer the incentives needed to hire the best. Either way, they lose. To be an unstoppable entrepreneur, you've got to hire the best. Focus on those who fill in whatever gaps you currently have. Doing so will help you create the amazing team that's needed for success.

8. They are constantly learning.

Unstoppable entrepreneurs know that they don't know it all. As a result, they never stop learning. Never get so busy that you stop investing in yourself and your knowledge of business, your industry and new technology. Staying up to date is essential if you want to succeed.

9. They are always looking for opportunities.

Entrepreneurs who are really successful don't rest on their current successes. They realize that life changes quickly, and that business moves at an even faster pace. To be unstoppable, always **be on the lookout** for your next opportunity. Spot new trends in your industry, or look for a new application of an old tool. You'll never get stuck in the old when you make it a priority to watch out for the new.

10. They evaluate their actions and priorities each day.

Successful entrepreneurs know that with every day, they're building their futures. That's why they rarely let one go by without doing a review. When you review your accomplishments at the end of each day, you'll be able to celebrate the successes, as well as address the shortfalls. It's a great practice to begin right away.

As I said earlier, being an unstoppable entrepreneur is no easy feat. If it was easy, everyone would be one. Instead, only a few have the privilege of calling themselves entrepreneurs. If you want to join this exclusive club, make it a priority to practice these 10 behaviors of unstoppable entrepreneurs.

TIME MANAGEMENT

Entrepreneurship is a state of mind that entails many personal and professional traits. Being able to launch, execute, grow and scale a business is an intellectual exercise involving a lot of research, networking, planning, business strategy, marketing, sales, and a number of related activity.

As a result, entrepreneurs have to jump between tasks, hop on calls, attend events, and be extra careful with each and every decision for their business endeavor. Managing their time properly is an invaluable skill, and extremely rewarding in the long run.

Burning out is a critical state of complete mental and physical exhaustion due to stress, working 80-hour work weeks (or more), and seeing little to no progress on your activities. While entrepreneurs are endangered by burning out more often, an interesting study of 200 American workers - full-time and part-time employees, along with self-employed freelancers and business owners - revealed a surprising response by 50% of the self-employed workers indicating zero burnout.

Experienced freelancers, entrepreneurs, and successful business owners have mastered a number of time management techniques and strategies that keep their sanity in check and prevent them from causing discrepancies during meetings and the planning process.

Break Down Your Activities Into Simple Problems

Utilizing your consciousness requires more energy and can be avoided by simplifying your problems. Excellence in time management revolves around establishing a process and breaking it down into small, atomic operations that are easy to grasp and don't require intensive resource consumption.

Create a Prioritization System

Stephen Covey once said:

“The key is not to prioritize what's on your schedule, but to schedule your priorities.”

Priorities vary for businesses and are shaped around deadlines, the importance of execution, possible ROI and reach. But we often tend to miss the essentials that bring value in the long run or focus on a single process for weeks by leaving everything else in the backlog.

Time management strategies like Getting Things Done design a methodology structured around

creativity, focus, and efficient planning. David Allen, the founder of GTD, believes that individuals should learn to control and process their required day-to-day tasks first in order to focus on big picture goals.

Learning to prioritize both long-term activities that gain momentum later in time, and short-term goals necessary for incremental results, is critical, and requires careful planning by entrepreneurs.

Start With a Simple Task

Failing to complete a broad and complex task over the course of the day will demotivate you, and prevent you from seeing progress with your weekly planning.

An excellent way to break the ice is starting with a trivial and quick task which would give you a head start. This will put your productivity mode and hustle in motion, and let you focus on more complex assignments later on.

Create a Long-Term Roadmap

One of the repetitive tasks that may drag you from your day-to-day activities is planning. While it's okay to have individual tasks emerging from your interactions during the business week, creating a long-term plan would let you focus better, and decide whether your new tasks are in line with your goals.

Revise your business plan and set some KPIs. Assign some milestones to them, and add them to your calendar - with goals every month or quarter, for a period of 1-3 years. List down your repetitive activities (content production, social media engagements, partners meetings) in each slot, and take it from there.

By defining the well known duties that are crucial for your success further down the road, you can determine the expected outcome and measure it once or twice a month. You will also get a clearer picture of your weekly availability and stop overusing your buffers by putting too much on your plate.

Reality Check

Dealing with several priorities simultaneously may be overwhelming, and block your train of thought for weeks, preparing your brain for a burnout. The core of the problem is often related to a detachment from reality, and a diversion from the business goals.

When you struggle with your typical workflow, take a step back and revise your roadmap again. See what you've started with, where you are at that point of time, and how is your progress going. If everything seems to be on track, just proceed with a focus on results and discard distractions from your list. Otherwise, realign your schedule and free up more time which is more likely to hit your indicators by the end of the quarter.

Take Regular Breaks for Brainstorming

Successful entrepreneurs work mainly "on" the business and less "in" the business. When you are knee-deep in your overlapping tasks, you often lose perspective on the purpose of these.

Take regular breaks between activities and align your progress with your targets. Go out and take a walk, get some fresh air and relax for a moment - this would also bring some creative ideas which you can implement in your work.

Always Improve Your Strategy

No matter how efficient your strategy is, there's always room for improvement. For an entrepreneur, learning never ends - be it with regards to your professional capacity, or regarding business and personal development, time management, and living a better life. Always keep an eye on tasks that take you too long, or require your attention far too often, and try to optimize or simplify them.

When you know your strengths and weaknesses, you can leverage them to your benefit.

As an entrepreneur, I know that a business isn't easy to establish and run.

Each day presents different challenges. Very often, I face a situation where I'm working on resolving a crisis and a new emergency comes up. The euphoria of landing a big client is often forgotten as I rush to handle the next issue that needs my attention.

I've realized that I have been able to build my company to its current size because of certain rules that I have followed in my day-to-day activities. I think these are universal principles. Any entrepreneur can use them and benefit from their application.

Perseverance

Giving up in the face of adversity is simply not an option. I have faced numerous situations where every door seems to be closed. Cash shortages, talent shortages, project delays – I have faced these and similar challenges dozens of times.

But, on each occasion, no matter how hopeless it initially looked, I've found a way out. How did I do that? For the most part, it is good, old-fashioned persistence and a refusal to admit defeat.

Handling failure well

When a big project fails, it is easy to get dejected. I remember the time when I worked for weeks to acquire a new customer. If I had succeeded, it would have resulted in a 50 percent increase in my yearly business volume. At the last moment, the client backed out.

At times like these, I like to think about Thomas Edison's reaction to his factory burning down. He was 67 years old when this happened. His insurance covered only about a third of the damage. Additionally, he lost most of his research reports and prototypes.

Did he rave and rant and curse his luck? As a matter of fact, he didn't. Not only did he take this loss in his stride, he told his son, "Go get your mother and all her friends. They'll never see a fire like this again ... We've just got rid of a lot of rubbish."

He went on to rebuild his factory and restart operations.

Managing your money

I have been able to run my business successfully because of my ability to control costs and avoid wasteful expenditure. Here are some of the ground rules that I and everyone in my company follow:

- **Expenditure that is nonproductive is not allowed.** Every expense must contribute to the business.
- **Our suppliers need to justify the prices they charge us.** For large purchases, we ask three suppliers to submit competing bids.
- **The company always has an emergency cash fund.** This habit has helped us immensely.

Finally, I make it a practice not to hold back if the expense is justified. In fact, I don't mind overspending if it helps us to innovate, to acquire a new customer, or to retain an existing client or critical resource.

I mastered these three skills a long time ago. Sure, I learn new things with experience and from other people, but they are foundational skills you need to master quickly to stay in business.

The one remaining skill that I have not mastered and probably never will relates more to people.

Leading people

I spend several hours every week learning new skills that could help me run my business in a better manner. I like to read up on talent management, especially in hyper-competitive technologies that I work in, like artificial intelligence. What motivates people and how can I get them to give their best?

I have implemented programs like strategic job families and nine block assessments to get better at acquiring and managing talent. But people and situations are infinitely more complex and evolving than many other parts of the business.

I have managed thousands of employees over the years and I am still amazed at the frequency that new situations come up. With each generation, you see trends and shared values and experiences resetting your approaches to people. From boomers to Gen X to millennials and beyond, new people mean new opportunities and new challenges.

I will never master everything related to people. I am thankful that I can keep trying by calling on the three skills I have mastered.