



The Power of Self in Business

By Vicki Davies

The second article in our series on the Power of Self in Business.

*In our last article, we looked at the differences between working ‘in the business’ as compared to working ‘on the business’ and the importance of looking after yourself. In this second article, we will be discussing which of the following is your strongest skill: the **technician**, the **manager** or the **entrepreneur**, and how each of these skills can be utilized to enhance your business.*

Let’s look again at Michelle, the owner of her own business: she has decided to take one day away from the day to day running of the business to determine which of the technician (the one who does the work); the manager (the supervisor of tasks to be performed); or the entrepreneur (the dreamer, the schemer) is dominant within her. To do so, she needs to look at herself from the viewpoint of each of these 3 aspects and relate them to her strengths or weaknesses in running her business. In actual fact, she really is all three combined, yet the problem is, which one of them is the boss? They all want to be dominant, yet none wants to work under a boss!

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Firstly, the aspect of the personality that is the entrepreneur looks for opportunities everywhere. She is the dreamer, the forward thinker, the one with imagination, the creator. We all know that side of ourselves! It is the part that lives in the future. The entrepreneur needs to control the present so that she can concentrate on ideas, visions and the future. She then bullies people, flatters them so that they can assist her to fulfill her dream.

In comparison, the managerial side of the personality is practical. That side orders and plans and has everything in its right place whether it is at the office, in the home or in the garage. The manager lives in the past and always has to have everything in its right place. That part of the personality must have order.

And then there is the technician: the technician is that part of each business owner that understands the technical side of the business. She operates in the present - It is the “doing” part of the business, not the thinking part. The technician tends to feel that thinking is a waste of time unless it is thinking about how to get the work completed. It is this aspect that usually sets a person on the path of starting a business - she thinks because she can do things right, she can successfully run a business based on technical knowledge. However with the technician’s skills alone, the problem then becomes for the business owner - how do I make this business work and grow?



Article 2

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If the “technician” side of Michelle is asked to do something new by the “entrepreneur”, she would become annoyed because she is being interrupted from doing what she knows needs to be done. Particularly if it is something that really does not need to be done at all. Then the “manager” side comes in and wants to impose order on what the technician is doing so she can be a part of a ‘system’. The technician does not like this as she finds the ‘system’ gets in the way of doing her work well. She wants to be an individual. Thus, to the technician, the manager is a problem. To the manager, the technician is a problem and neither of them wants anything to do with the entrepreneur.

The important thing to remember that inn everyone, all three exist. If they were all in harmony, then that individual would be extremely competent and the business would run very successfully. Usually though, the three aspects are out of harmony and it is usually the technician side of the personality that runs the business.

So for a moment, take a look at yourself as though you were looking down on yourself. Watch yourself during the day. You will find that at different times of the day, you will see the technician, the entrepreneur and the manager, in turn,

being dominant. Each one fights for its own space and its own recognition. In your business, one part of you craves order (the manager), another part dreams of the future (the entrepreneur), and another does the work of the business (the technician).

An individual begins a business so she can grow, she can make a good living and perhaps eventually even sell the business. Most businesses though are operating according to what the owner **wants** as opposed to what the business **needs**. A very important distinction. The owner may want to run their own business because they want to be their own boss. Yet, the business may need something totally different. The business may want to grow. To do that, we need to look at administering a practice and managing a practice.

*Note: If you would like to read more about technician, entrepreneur and manager, read *The E Myth* by Michael E. Gerber.*

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