

I've Got No Business Being a Business Owner: Five Secrets to Taking Your Business to the Top

By Tina Ferriola

If you would have asked me 15 years ago if I would be the proud owner of three successful gymnastics facilities in Manhattan I would have told you were off your rocker. My journey started at the young age of 19 year when I truly had no business being a business owner but my determination and passion for the sport of gymnastics and children overtook both my lack of business education and knowledge of what it takes to run a successful business. I would like to share my five secrets of taking your business to the top of your industry. I hope it helps you climb mountains the way I did!

1. Hire People Smarter Than You

You have the passion. Now you need the knowledge. Don't be economical when choosing the right team of people to lead your business to the top. Be sure to have the best professionals on your side, such as accountants, attorneys, insurance agents and business consultants, whose advice you can trust to steer you in the right direction. These people are your keys to navigating your way through murky waters. Anytime you come across a professional that is outstanding and passionate about their career path put them on retainer so you can call them with any question you may have. Find them, pay them and rely on them. We have the passion to bring our gymnastics programs to the top now hire the right professionals to bring your BUSINESS to the top.

2. Surround Yourself with Good People

Hiring is difficult and there are not enough qualified coaches to go around. Do not get hung up on only hiring gymnastics professionals that have years of experience in this profession. Many of the best teachers at NYC Elite did not have a gymnastics background. USA Gymnastics does an extraordinary job of providing the education needed to grow and foster a professional's desire to learn. Set up a mentoring program in your gym with the more experienced coaches to guide the young individuals that have the passion to make a difference in children's lives. If you see a person who will fit into your company but is not an expert hire the personality, then develop the skill.

3. Learn to Focus

Develop a system that will allow you the time to make every working day count. We live in a world where the interruptions are endless. Although we need to be reachable, you should put limits on phone calls, text messages, Facebook posts, tweets, etc. They have their place but can distract you from your work. Sometimes you must disconnect to be productive. It may help to set a time when you turn off your cell phone completely. Set your realistic priorities for the day, set a manageable timeline and stick to it!

4. Delegating is Key

Realize you are not the best in every aspect of your business and learn to delegate these tasks and let them go. Pick the areas you

enjoy the most because that is where you will excel. One of your weaknesses will be your colleagues' greatest strength! Take the pride in realizing that someone else is most likely better at many of the business aspects than you. Use this tactic to drive your business to the top in a team-oriented group effort!

5. BE ALL IN

Many of you reading this article are probably exhausted beyond belief. It is not easy running a business coupled with life's daily responsibilities. Running a home and balancing the needs of your spouse/significant other, kids, pets, and elderly parents all add to the exhaustion inherent in running a business.

Do your best to embrace the organized chaos and BE ALL IN. Time will pass quickly and you do not want to let the moments go by without appreciation. Take a moment to enjoy life's pleasures such as taking a trip to the playground with your child, walking your dog or just chatting with some of the students in your gym. It will make a world of difference. As Albert Schweitzer said, "Eventually all the pieces fall into place. Until then, laugh at the confusion, live for the moment, and know everything happens for a reason."

