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## Reflections Of A "Must-Win" Battle Journey Leader (Video Case)



Thank You

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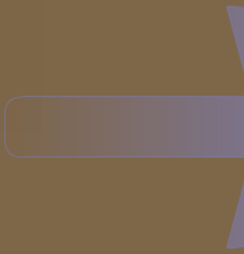


Thank You

*Entrepreneurship*

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Module- 4



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**Thecasesolutions.com**

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# *What is a Venture*

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Start-up entity developed with the intent of profiting financially.

. A business venture may also be considered a small business. Many ventures will be invested in by one or more individuals or groups with the expectation of the business bringing in a financial gain for all backers. Most business ventures are created based on demand of the market or a lack of supply in the market.

- be made
- The interview
- Acquiring senior talents can measure the firm's ability to successfully achieve its goals. Recruiting for upper management is a key function of an entrepreneurial firm

MANAGEMENT

com





*How to manage a  
growth stage venture*

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- Set your prices higher
- Work relentlessly to establish the vision of your company
- You need more cash than you think
- Your culture is your most valuable asset
- A high growth rate will demand the heart and soul of you and your people

*PREPARING FOR THE  
NEW VENTURE LAUNCH: EARLY MANAGE-  
MENT DECISIONS*

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- RECORD KEEPING
- Sales (Incoming Revenue)
- Expenses/  
Costs (Outgoing Revenue)
- Other Records

I usually be  
other employees  
the founder  
leader to the  
and employees  
managers and e  
the most important

## RECRUITING AND HIRING NEW EMPLOYEES

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- The entrepreneur will generally need to establish procedures and criteria for hiring new employees
- Once resumes have been collected some basis of determining each candidate's strengths should be made
- The interview
- Acquiring senior talents can be critical to the venture's ability to successfully meet its growth goals. Recruiting for upper management in an entrepreneurial firm

ure



# *MOTIVATING AND LEADING THE TEAM*

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- The entrepreneur will usually be a role model for any other employees
- It is important that the founder assume the role of leader to the management team and employees
- Communication with managers and employees is one of the most important leadership qualities.



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