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**HAMILTON BRADSHAW**  
Investing in people with passion

## Plan well and praise people as you get up and running



James Caan

*Dear James,*  
I have the idea and have the people  
to work on the idea, but how do I  
keep the momentum up and  
execute this idea into a business?  
*Ali*

When looking to start a business, the  
right energy and momentum are  
absolutely crucial. More often than  
not, this comes from the leader.  
You are the one who sets the tone,  
and everybody will take their lead  
from you.

The first few years of a business are  
exciting but also challenging. It  
is so important that you have  
employees on board who share  
your vision. You need strong  
problem solvers with get-up-and-go  
attitudes.

When I started my business, I made  
sure I employed specialists in  
accounting, finance, marketing and  
operational management to help  
deliver the company's vision.

Remember you can't do everything  
yourself, so you need to be able to  
delegate. The more you delegate, the  
more time you have to think about  
strategies for developing the business  
– and as a manager, this should be  
your main task.

Make sure you have a well-planned  
structure of everything that needs to  
be done. Refer back to it, and have  
regular recap sessions to make sure

things are going to plan.

Finally, one of the most crucial  
aspects is encouragement. People  
can be put off by the reality of  
trying to get a business off the  
ground. But positive words of  
encouragement and praise can  
make such a difference.

■ *For the full article and news of James  
Caan's free app, go to [standard.co.uk/  
askjames](http://standard.co.uk/askjames). His book, *Start Your  
Business in 7 Days*, is out now.*