



Every employee in a small company shares the role of helping the business grow. That includes your admin.

Why Every Small Business Should Have an Entrepreneurial Admin in the Office

by Chela Hardy

As a small business owner with a small team of employees, you know there are dozens of things you should be doing right now to grow your company and attract ideal clients. But finding the time to do that and deliver topnotch service to those clients becomes harder to do as your business continues to grow. It's a frustrating catch-22 situation many business owners quickly realize they can't resolve on their own.

Which is why savvy entrepreneurs take the advice of many experts and give hiring an administrative employee a top priority in their business plan. And not just any administrative employee--but an entrepreneurial one at that. What are the benefits of hiring someone like that for your office? In this brief article, we will consider the top reason: she is likely to have a keen interest in business development.

Being consistent in your Business

Development is crucial to the growth of your company, yet you may often find yourself without enough time in the day and week to spend on this part of your business. Thankfully, there is an in-house solution you may not have fully explored: your Administrative Assistant. She may already answer your phones and oversee an abundance of back-office tasks that keep things running smoothly, but if you were fortunate enough to hire an admin with an entrepreneurial mindset, then you should be able to train her to also take on some of the Marketing and Business Development tasks that are more directly related to the growth of your company.

As the business owner, of course, you won't be able to completely hand off this responsibility to her—that is a duty incumbent upon you as the owner of the company (or perhaps the Business Development team member you've hired). But you can surely pull her in to

assist in several helpful ways.

Start with a meeting to determine her level of interest (getting involved in this more challenging role will probably be a welcomed change of pace), as well as her capability. Once you've determined these, choose appropriate tasks she can fold into her workload, and then arrange to meet at least a couple times a month so that she can update you on what she's accomplishing. During those same meetings, give her feedback on any changes you'd like her to make to her new duties, and offer guidance where needed. Working together in such a way will help you keep up on this very necessary part of your business while also allowing you to continue in your main purpose of offering stellar service to your clients.

Chela Hardy is an Administrative Consultant and the creator of the *How to Rock in Your Admin Role* training program, through which she teaches small office admins to work with the mindset of the person with the most vested interest in the business—the owner. Visit www.askchela.com to learn more.