

## **Learning How to Successfully Manage your Start-up**

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If you're the founder of a start-up, there are many things you may like to call yourself: entrepreneur, CEO, business leader, but have you ever considered project manager? In the run-up to you becoming your own boss, you'll have learned many skills and talents that will contribute to your new venture being successful. You may be astute and business savvy, have a commercially driven mind, or a strong sales and marketing background. All these are powerful competences in their own right, but you could be lacking one thing: organized focus. If you're lucky enough to work alongside someone who thinks that way, you'll find yourself in good stead, but it won't compare to project management experience and knowledge. If you want to manage your business start-up to success, here are five reasons why you should consider becoming a certified project manager.

### **Resource Management**

In the early days of a start-up, resource is at a premium. If you're not blessed with the largest recruitment budget, you need to be sure those you do recruit will make the most significant difference in the shortest amount of time. One of the skills you learn on a [project management certification online course](#) is resource management – understanding what skills you need and when, and how much of it you need. For example, you might need a permanent, full-time marketing manager but only need a web designer for a 40-hour bespoke project. This saves you from wasting budget on a resource that won't help you achieve your goals.

### **Leadership Skills**

Managing a start-up doesn't necessarily mean you have well-honed [leadership skills](#). Many start-ups spend their earliest years run by one person from their home office or garage. In fact, for a long time, it might just be you, a phone, and a computer. Once your business starts to grow and you begin to recruit, how equipped are you to step into the role of leader? Project management training gives you the insight to see your whole business from top to bottom, to understand how individual cogs fit together, and how to create a growth strategy to succeed.

### **Persuasion Skills**

As a leader of a business, it's imperative you bring along the people you need on the journey with you. You have to develop good communication skills to succinctly explain what you want to achieve and what you want them to do, and to do so in

such a way that they not only agree but are excited to do so. While some of this may be down to personality, it's undeniable this is an attribute of a strong project manager, and you will learn some fantastic tips and tricks of the trade by training as one.

## Agile Working

Are you prepared if something doesn't go quite as planned? The reality of any start-up business is that, as you progress through uncharted territory, assumptions you made – whether that be about your product, the market, or how a website will function – are disproved, and you need to change strategy. Project management training will help you plan for these challenges, leading you to work “[agile](#),” so you implement, test, measure, and tweak everything you do.

## Quality Management

Your reputation hangs on the quality of the work you deliver – especially when you're just starting out. You can't afford to let your offering be less than excellent. But how do you measure it? If your business involves selling tangible products, you will likely have quality control measures in place during production, but how do you measure a service? Learning to think like a project manager will give you a sound understanding of how to put quality management and control measures in place to ensure your brand becomes synonymous with quality.

Learning the skills of project management can help you think differently when it comes to running your own business. Begin your training today and get your business off to a strong start from the get-go.

## Author

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