

Exploring The Myth of the Entrepreneur

By Debbie Burke

The Alternative Board (**TAB**), a peer advisory membership organization covering northwestern New Jersey and northeastern Pennsylvania, along with Achieve Business Solutions and Ashford Consulting, recently hosted a sold-out networking and dinner event titled "Beyond E-Myth Mastery" at The Villa in Mountain Lakes, N.J. The evening featured business expert Michael Gerber, founder and chairman of E-Myth Worldwide, a firm he founded in 1977 to transform the development of small businesses worldwide. Gerber, the author of seven books, faced an enthusiastic crowd of over 300 attendees, among them TAB member companies from the Stroudsburg region.

During his presentation, Gerber set out to debunk myths like the notion that entrepreneurs need to master the complete realm of details in their business (they don't; instead, he says, they need to take more of a big picture approach). Martha Heise, who owns and operates a martial arts academy in Snyder'sville called Phoenix Rising, said she came away with some good insights. "Make sure the dream you have to run the business is aligned with the dream you have for your life. If not, you'll be in conflict," she said. With a business that is entering its fifth year, Heise believes that what she learned will help her to be even more efficient.

"There were a lot of good ideas that relate to my business," says Steffan Hoffman, co-owner of the newly founded Cinch Media located in Stroudsburg. What particularly resonated with him was Gerber's take on entrepreneurialism. "There are entrepreneurs and there are technicians," says Hoffman. "Entrepreneurs should be working on the company, and not in the company." The advice from Gerber now has Hoffman evaluating how to fine-tune his business plan and whether to outsource more work. "He's a really good speaker. You tend to pay attention when they are." Cinch Media provides graphic design and photography.

