

How To Successfully Wear Multiple Hats In Your Super Small Business



Being a business owner automatically means you must adopt multiple roles and wear different hats. Learn ways to successfully balance the workload to success!

What's In A Hat?

It is a necessity in the super small biz world to wear different hats, or more than one hat, to achieve your business goals. If you are fortunate enough to have employees, they will likely wear more than one hat as well!

Working multiple roles in your company doesn't have to be complicated if you are organized in your approach. Organization will help reduce stress, burnout, and errors occurring. It also promotes strong communications and time management within your business.



Strategies for Managing Different Business Hats

You will need to identify the metaphorical hat roles within your super small business and assign hats to your staff as well. This will clarify to your staff what their responsibilities are and what is expected of them.

Create systems to avoid wearing too many hats at the same time, as this could lead to delays, errors or lower quality services provided. Share the hat distribution workloads evenly between your staff to prevent overload or staff quitting!

Your business hats may include the following:

- The Leadership Hat - As the founder and owner of your business, you wear this hat. You set the business tone, make the decisions, and inspire your team to grow your business in the direction you want. Make yourself available to your staff and guide them.

- The Operations Hat - Wear this hat to perform day-to-day tasks, current projects, administrative duties and client communications. Consider utilizing computer software to assist with maintaining deadlines and accomplishing tasks.
- The Marketing Hat - This hat may be worn by more than one employee at any given time. This role includes promoting the business, creating content, using social media platforms, and growing your customer base.
- The Financial Hat - You might assign this hat to one particular employee or to yourself. This role oversees payroll, business expenses, tracking income, managing a budget, and ensuring company taxes are paid.
- The Customer Service Hat - Another hat that any of your employees will wear in their daily work. Providing excellent customer service must be a constant focus to retain and grow consumer levels. Train staff to have a friendly approach and assist each other.
- The Sales Hat - You might assign this one to a particular staff member who excels in this area, even though all staff can build strong working relationships with clients. Choose a knowledgeable person who enjoys talking to your customers.
- The Health and Safety Hat - You may want to elect someone to conduct regular checks within your

business to maintain a safe, working environment. Any concerns should be reported and resolved as soon as possible.

- The Motivational Hat - If you have a staff member who is great at boosting others in their work, assign them this hat. They can be responsible for training staff, solving problems, promoting team building, and making suggestions to improve business systems.



How To Wear Your Hats Without One Falling Off!

It is inevitable that you and others in your super small biz will have to take on a variety of roles to get everything done within your company. Mastering the balance of multiple hats in your super small business is an art, which can be achieved with good organization, delegation, and

communication skills. Here are some tips to keep your hats in order:

- **Check on your staff regularly** - Encourage open communications within your business and talk to your staff. If an employee is overloaded, consider distributing tasks to another or to yourself.
- **Stay clutter-free** - A tidier, cleaner environment is more productive and safer than a disorganized workplace. Train your staff about the importance of safety at work and maintaining a place of business without clutter.
- **The right tool for the right job** - Make sure that your staff have the appropriate tools they need to do the required tasks. This avoids unnecessary frustrations in day-to-day business operations and assists with providing better customer service.
- **Use clear judgment** - focus on what is best for your business. You may decide a task is not worth pursuing or it will require delegation for the best outcome. Pay attention to the finer points such as quality control and reviewing documents carefully.
- **Think positively** - wearing multiple hats is an opportunity to gain new skills, provide training experiences, and be adaptable in approach. Staff who are knowledgeable will wear their hats well and maybe more than one at a time.

- **Be the Leader** - Set the tone and direction of your business as an example for your staff to follow. Inspire your staff to be the best they can be every time they come to work. Thank them for the work they do and appreciate their efforts in your business.
- **Don't wear too many hats at once** - Some workdays will be very busy, so don't overwhelm yourself with too many hats or some may fall off with detrimental results! Use time management skills or delegation to prioritize your tasks for completion.



**Wear Multiple Hats in
Your Business with Style
And Integrity!**

