



The Characteristics of Effective Small Business Managers

Being an effective manager of a small business requires a distinct combination of skills and characteristics. Exceptional managers are effective communicators. They are able to focus on the bigger picture while simultaneously grasping the logistics of business processes. To sell a product or service, relationships must be developed with people. Even in an online business, customer questions and conflicts may arise. An effective manager has solid interpersonal skills and an ability to effectively resolve conflicts.

Effective Communication is Key in Management

It is not enough to have a solid product or service. A quality manager communicates clearly and frequently. Whether overseeing employees or just a business process, knowing how to communicate with people in a way that solves problems and meets needs is critical. Some managers are clearly smart and organized, but if they do not know how to bring out the best in employees through effective communication, misunderstandings may arise and bad feelings may fester.

Establishing Business Structures that Make Sense

Whether it is for the purpose of increasing quality communication in the workplace or streamlining business processes, a high quality manager establishes structures that make things easier. The structure may take the shape of regularly scheduled team conference calls. Or, it may be related to using spreadsheets and databases to keep everyone informed of the progress of a project or next steps.

Delegating and Empowering Employees

In addition to establishing communication and structure, an effective manager has an understanding of the bigger picture and what it takes logistically to carry out a plan. He may not be skilled in every aspect of the project himself, but he has a keen awareness of the core competencies of his team members and delegates the right tasks to the right employees. Through delegating carefully and empowering employees, he demonstrates that he appreciates their hard work. Employees who feel valued and appreciated tend to work harder and perform higher quality work.