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BizProf: How to make faster business decisions
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Dear Professor Bruce,

I just opened a new office selling software to CPAs and realize it is important to move quickly in this competitive business. But I'm not good at making fast decisions. What's the best way to make good choices about marketing, products, new hires, and other services to help my business grow quickly?

Answer: After conducting research on entrepreneurs, innovation and what it takes to grow a business, Theresa Welbourne, Ph.D., president and CEO of eePulse Inc., says that successful new business owners can make the best decisions by focusing on three main points:

First, maintain a positive attitude. Talk to other entrepreneurs and your customers on a regular basis so you know what is going on in your industry and the solutions you can offer. Keep your spirits high and your employees energized. You know your business best so trust your judgment and instincts. After all, these got you where you are now.

Second, when making decisions, it's important to refer to overall vision, business goals and how your choices will affect those objectives. By having a solid business plan in place with specific milestones and budgets, it's easier to make fast decisions. You can see where your company is now and how your choices will affect your current and future status.

Third, when your decisions involve others, it's important to communicate your ideas and listen to feedback before making a choice.

As you grow as an entrepreneur, you'll acquire the skills necessary to make fast decisions and change quickly. And if your choices do not work out, you'll know how to change course.

To be successful in today's world, you have to move quickly. Speed is essential. You have to accept that some decisions, made without adequate knowledge, will be less than perfect. But then move on and make another.

For further information, please visit www.eepulse.com

(Bruce Freeman, The Small Business Professor, is president of ProLine Communications, a marketing and public relations firm in Livingston, NJ and author of "Birthing the Elephant" (Ten Speed Press). E-mail questions to [Bruce\(at\)SmallBusinessProf.com](mailto:Bruce(at)SmallBusinessProf.com).)