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New entrepreneurs get a helping hand

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NAGPUR: 'Every battle is won before it is fought', a quote by Chinese philosopher Sun Tzu, was the first sentence shared by management consultant Shrikant Sampat during his workshop at Chitnavis Centre, Civil Lines, on Saturday afternoon. Organized by The Indus Entrepreneurs (TiE) Nagpur, the workshop was part of a series of workshops being conducted on goal setting and strategy.

This workshop focused on 'building an operational plan' and Sampat urged the audience to have a vision about where their company is going to reach in some years' time.

"Shivaji fought a battle he was not supposed to win. He knew he couldn't fight the Mughals with might; so he used guerrilla warfare," said Sampat.

Using statistics, he then showed the audience that no business is too big to fail or too small to succeed. Giving examples of other entrepreneurs, he underlined that a successful strategy is based on the idea and a business plan. Presenting the audience with a planning tool kit, he explained different issues that need to be looked upon: A written constitution, policies, profit and loss budget, board meetings and so on. He also answered questions posed to them by participating entrepreneurs.

"Discipline is the first rule of the game," he said.