

Press Release

Local BNI Director presents, I'll Do it My Way-The BNI Leader

What are the qualities of the leader entrepreneur that can result in unique opportunities as well as daunting challenges? Whether self-employed or working for a company we can utilize the 10 common characteristics of the entrepreneur to be a leader in creating business success. Among those characteristics is the tendency to want to 'do it my way'. In a presentation to nearly 300 BNI leaders in the western Massachusetts community, Linda McDonald, director for BNI western MA discusses making leadership work with the 'do it my way' tendency of the entrepreneur.

Among the secrets to success for the entrepreneur is to expand their 'my way' criteria; becoming open to possibilities and savvy in our 'I can do that myself' and 'I know how to do that' thinking. It is not that the entrepreneur is wrong in thinking this way, but it is important to accept one's abilities and then make smart choices. We can choose how we spend our time and where we focus our energy. We know we can do 'everything' and then we can choose to let others do some things. The conundrum so many entrepreneurs face is overwhelm and overload due to trying to do it all – just because they can!

I'll Do it My Way-The BNI Leader was presented by Linda McDonald of REACH Resources, Easthampton, MA to the BNI members and leaders of western MA throughout March 2007 at The Hotel Northampton, The Berkshire Hills Country Club and at the Mass Mutual Training and Conference Center. Linda is a BNI member at the Holyoke North BNI and the Director for the Greater Amherst BNI, Peak Talent BNI and the Wilbraham BNI. For more information about BNI visit www.BNIwmass.com or contact Don Boisvert at 413-268-7680.