Solutions for Growing Businesses

Entrepreneur

From $0 to Millions in 3 Years—and You Can Do It, Too!

Smart Starts

5 Tech Businesses With Staying Power
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Inside Info

Secrets to Buying a Franchise
Don't Get Ripped Off

America's Fastest-Growing New Businesses
ger firms. TenCorp has developed an extranet that allows its partners to tie directly into its systems to check product deliveries and scheduling.

GET PERSONAL
Of course, partnerships are no cure-all. "Over 60 percent of alliances fail," says Segil. She lays the blame on too much attention paid to the business aspects of the deal and neglecting softer issues: "As you go along, the business concerns decrease, and the personal issues increase."

But schmoozing is what running your own firm is all about, right? This new environment requires that you work with the big kahuna as well as the smaller fish. You have to be adaptable and able to swallow your ego if your dreams of partnering with a Fortune 500 firm fade into working with a five-person shop down the street. Think strategically about the role you can play in partnerships with both bigger and smaller companies. Your systems have to be alliance-ready.

Sounds like a challenge any entrepreneur would relish as long as it keeps the party rolling.

CHRIS SANDLUND is Entrepreneur's "Management Buzz" columnist.

BUT WAIT...
THAT'S NOT ALL, FOLKS! HERE ARE EVEN MORE TACTICS YOU NEED FOR SUCCESS IN 2001:

THINK GLOBALLY: Vincent S. Daniels, director of the international MBA program at Florida International University in Miami, says to look overseas for opportunities to grow your company. "Globalization is going to be the driving force for the next decade or so," he says.

"Franchising is the biggest area internationally," says Mike Cosgrove of the University of Dallas. "The U.S. is franchised out, but much of the world is not—including India and Latin America."

DESIGNATED MITTERS: Stop beating yourself to a pulp every day—find someone to share the burden of running your company. Cosgrove notes an increasing number of talented, wealthy executives want to run small companies. Taking advantage of this talent pool may give you the expertise necessary to take your company to the next level. If someone else can do the job better, the best move for you is to lay your company may be to excuse yourself from day-to-day operations.