Swan Global Direct Disagree With Statement: Entrepreneurs Make Horrible Leaders

Wednesday 18 March, 2015

Sales and Marketing firm, Swan Global Direct disagree with an article that claims "entrepreneurs make horrible leaders".

Swan Global Direct believes that there are many expectations of entrepreneurs and business owners and people expect them to behave a certain way. Mainly, CEOs are expected to have all the answers but entrepreneurship is a learning curve as much as any other job. Sometimes unexpected things happen and entrepreneurs have to learn how to deal with this. The firm also believes that people expect entrepreneurs to be overly confident and often have huge egos making them bossy and not very nice to be led by, however the firm says that this is rarely ever the case. Many entrepreneurs are humble and hard-working and determined to do what it takes to make their business a success, which makes them very appreciative of their employees who are aiming to help them achieve this.

About Swan Global: http://swanglobaldirect.com/

Most entrepreneurs have certain traits in common, for example: they like to be in control, but they are not afraid to delegate to those best suited for the job. They tend to be visionaries and optimists who can see the big picture and have a deep passion for their industry. As well as this, entrepreneurs are typically more creative, more innovative and more likely to take risks. Swan Global Direct believe these are traits that make for great leaders because they are willing to make tough decisions, come up with innovative ideas and let others take charge of projects they would do well in.

Swan Global Direct is an outsourced sales and marketing firm based in Newcastle. The firm specialises in a personalised form of direct marketing whereby they connect with their clients' consumers on a face-to-face basis. This one-to-one connection allows the firm to fully explain their clients' brands as well as make long-lasting and personal connections with consumers. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Swan Global Direct helps to support entrepreneurs and develop their leadership skills through their business development program. The program is aimed at aspiring entrepreneurs who are looking to develop their personal and business skills. The program helps candidates to improve their leadership skills by giving them the opportunity to try sales roles, leadership positions, and management roles as well as being taught crucial skills such as choosing the right people to work with and how to keep them motivated. At the end of the program, leaders are given the opportunity to potentially open their own business.

Media:



Related Sectors:

Business & Finance :: Media & Marketing :: Men's Interest :: Retail & Fashion :: Women & Beauty ::

Related Keywords:

Newcastle :: Sales And Marketing :: Leadership :: Entrepreneurs :: Business :: Support :: Development :: Success ::

Scan Me:

Company Contact:

Swan Global Direct

T. 0191 406 1056
E. info@swanglobaldirect.com
W. https://swanglobaldirect.com/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.swanglobal_direct.pressat.co.uk