

Powerful Partnerships: Business Owner and Integrator

The business owner and Integrator relationship is one of the most vital for small businesses to grow. Here are 5 Pro-Tips for a Powerful Owner/Integrator Partnership.

1. Establish Clear Roles and Expectations

- It's often hard to define the integrator role as it's usually comprised of initiatives that span multiple departments and once the objectives are complete the focus can shift entirely. One thing that will remain consistent...the impact the integrator needs to make. **Make sure your expectation of the impact they need to make is clear...for them, and for you!**
- Hint: simple impact statement = **Get owner more time and move business initiatives forward.**

2. Regular Communication and Alignment

- They need to know what is in your head. And whatever is in there has likely been in there for a while. You've spent countless hours working out your thoughts before you share them. They have had minutes to absorb it all and will be expected to move it all forward. This **requires more communication and calibration than you think is necessary.** The good ones will demand it.
- **Regular structure and planned meetings...weekly. Not "as needed."** It's a must!!!

3. Trust and Empowerment

- **Trust...but verify...but trust first.** Trust is like credit...extend it. If you can't extend trust to your Integrator immediately, you have the wrong person. **It's up to them to maintain a good credit rating** by continuing to earn your trust through demonstrating good decision making and moving the needle on initiatives.

4. Strategic Planning and Goal Setting

- They need to know what the pot of gold at the end of the rainbow is. Then let them lead the process. Your job is to support their strategic planning and goal setting...calibrate it. **Make sure their plans are heading in the direction you want.**
- It's ok to collaborate to define long-term objectives, key performance indicators (KPIs), and actionable plans, but **your integrator needs to drive the accomplishment process.**

5. Problem-Solving and Decision-Making

- Two heads are better than one when it comes to problem-solving and decision-making. And, in a small business you want to have a finger on the pulse of the issues with nothing being swept under the rug to surprise you later. At the same time...you don't want a structure where you're being relied upon to solve issues on the reg.
- **Make sure your integrator is building and developing their own support network.** If your integrator isn't building their network...you become their singular resource. This won't work in the long run.

"People Inspire You or They Drain You. Choose Them Wisely." ~Hans F. Hansen
