



Basecamp4
Leadership Mastery - Business Success

Intuitive versus Professional. What?

Read time: 1 ½ minutes Executive Briefing #9 by Jeffrey Cullen

If you're familiar with our BaseCamp4 program, you know that we work with owners and managers of businesses with sales between \$5 million and \$50 million. You may also have heard us mention the "*intuitive*" versus the "*professional*" entrepreneur. A prospective client recently asked, "What the h\$%@ does that mean?"

First of all, we define *intuitive* as someone with natural talents combined with lots of experience and hard work. Let me give you a personal example. As a self-taught drummer for more than 30 years, I consider myself to be a pretty good *intuitive* drummer. I worked hard and gained my experience by playing in bands when I was in my teens and twenties.

About 18 months ago (whether it was in response to a mid-life crisis or simply because it's a lot of fun) I started formal lessons and joined a new band that includes two professional musicians. But here is the thing; I'm struggling to keep up. Why?

Because, while being *intuitive* is a great foundation, there are lots of fundamentals I don't know (ghost notes, paradiddles??) That limits me and I seem to fake it a lot. Because I want to play with the pros, the practicing and the lessons go on.

The *intuitive* entrepreneurs we have the privilege of working with are in a similar situation. Their natural talents and hard work have brought them a long way, but they lack the business knowledge and fundamentals that *professional* entrepreneurs need to operate successfully in bigger arenas. As they play with (and compete against) those "professionals", *intuitive* entrepreneurs bump up against limits in their knowledge and skill sets. Those roadblocks force them to work even harder to lead their organizations.

Of course the stakes are a lot higher than mine (music is a hobby for me). Entrepreneurs have their livelihood and the well-being of their staff in the balance. They have the same choices: keep struggling to keep up, exit the business through choice or circumstance (I heard the band were talking to a new girl who can do a mean paradiddle!) or get better and become a *professional* entrepreneur.

If you're an *intuitive* who needs to become a *professional*, why not download a free copy of the BaseCamp4 booklet [ComEx© The Management Tool for owners of small businesses that are no longer small](#).

Just visit the contact page at www.basecamp4.ca.

You can also talk to me directly at jcullen@basecamp4.ca or call (780) 469-3535.

