BIG BUSINESS MENTALITY VS SMALL BUSINESS REALITY

EMERGENT PARTNERS

After a long search for the perfect candidate for an open position in your Small Business, you found a candidate who appears to be a perfect fit with the right requirements. Your only concern is their Big Company background. You are faced with one of the most common hiring concerns of the Small Business owner: Do candidates with a Big Business background make good Small Business employees?

Will they fit in your Small Business culture? Will they understand and respond to the demands of the Small Business environment? Can they successfully make the transition from Big Business mentality to Small Business reality? After all they will be wearing many different hats in a Small Business.

Small Business owners should proceed with caution, particularly when considering hiring these candidates for your management-level positions. If you're considering a management-level candidate fresh from ten years with a Big Business, there are risks involved in hiring that candidate. Odds are, you're looking at a Small Business "misfit."

Typically, Big Business candidates become so accustomed to the Big Business way of doing things, the transition to the realities of the Small Business environment becomes very difficult. The more extensive the background in Big Business, the more difficult it will be to change their Big Business habits and mentality.

No doubt candidates coming from the Big Business environment will be confident in their ability to adapt to their new workplace and they'll be quick to tell you how easy the transition will be. Their confidence stems from the misconception that working for a Big Business is more difficult than working in the Small Business environment. Often, they will even reason that a branch or subsidiary of a Big Business is equivalent to your Small Business environment.

Rarely does a subsidiary of a Big Business not share the Big Business culture of their parent company. There will be exceptions, but in general management-level candidates with Big Business background rarely fit the mold of the Small Business "superstars."

The qualities you're looking for in your ideal candidate, flexibility, a do-what-it-takes attitude, openness to change, and an overall understanding of what it takes to make money in a Small Business, are not the strongest qualities in the Big Business candidate.

Need additional information? Have questions?

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Emergent Partners is a management consulting firm specializing in helping companies define and execute operational and financial excellence, devise effective strategies, and align those strategies with actions enabling them to take advantages of opportunities in their markets.

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DIFFERENCES

Big Business Mentality	Ample resources are a given.
Small Business Reality	Resources are limited.
Big Business Mentality	Priorities are structured for more efficient operations.
Small Business Reality	Priorities are flexible for more competitive operations.
Big Business Mentality	Management is hands-off, coordinating projects and attending meetings.
Small Business Reality	Management is hands-on, leading by example, directly involved in the work.
Big Business Mentality	Things are done according to acceptable company guidelines.
Small Business Reality	Management does what it takes to get things done right and on time.
Big Business Mentality	Everything is documented in writing.
Small Business Reality	Keep documentation to what is necessary.
Big Business Mentality	Customers need us.
Small Business Reality	We need customers.
Big Business Mentality	Focus is narrow – stick to your job.
Small Business Reality	Maintain a broad focus of responsibility – do what needs to be done.

If your ideal candidate has never worked with a Small Business during their career, you should avoid them no matter how convincing they are. If your candidate has some Small Business experience in their past that is significant, then they may have made the move to Big Business hoping for a change. As a Small Business owner, you should ask more questions about their work habits and ability to keep a broad focus with limited resources. If you are satisfied with the answers, then give the candidate a try. You might discover the ideal candidate for your Small Business.

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