



## SMETODAY IN PROFILE ARTICLES

The 'In Profile' section of SME Today acts as a vehicle for thought leaders and senior executives to showcase their efforts, opinions and aspirations.

If you feel your experience would be inspiring to other SMEs, then please submit an 'In Profile' piece. You'll benefit by telling many influential decision-makers about your company and our readers will benefit by learning more about others experience.

We are always looking for an original angle and a fresh perspective but here are a few very general questions that should help you get started.

Can be presented as a "Q & A" or an article.

Length 800 – 1200 words.

1. How did you start your business?
2. How do you evaluate the past ups/downs of your business?
3. What is a typical day like for you?
4. What are the biggest challenges to being an entrepreneur?
1. How do you handle the stress that comes with responsibility?
2. How do you take care of your own and the mental health of your workforce?
3. What's your definition of success?
4. How did you win over your first customers? First investors? First business partners?
5. What's your most satisfying entrepreneur moment so far?
6. Have you ever felt unsure of a decision you made?
7. What are your daily habits for connecting with your team?
8. How do you build trust with your employees?
9. How do you keep your team motivated?
10. What is and how do you encourage company culture?
11. How do you plan on growing your business?