

Project Managers

Tips for Team Leaders

Delegation is Good

- You can't do it all.
- Others want to know what's expected of them
- There's a lot to do, help team members keep busy

Research

- Show data to backup your assumptions
- Research is key
 - Harwood, Doreen
Reference/Business Librarian
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Metrics to know

- Know your customer
 - Customer segment(s),
 - Size of market,
 - Demographic information,
 - Disposable income
 - Where are they located?
 - How many customers will you need to break even? What percentage of the market is this? What's your conversion ratio?
- What metrics are important for your business?

Know your Competition

- Why are you better?
- Is the market large enough for you?
- Who's your direct / indirect competition?

Collaboration

- Friends/Competition (your friends first!)
- Information sharing
 - Market information
 - Wage / Benefit information
 - Medical
 - Dental
 - Office expenses (by area)
 - Rent
 - Phones
- Conversion Ratios
 - Telemarketing
 - Direct Mail
 - Spam / Newsletters

Fishbowl Preparation

- Practice your presentation! (please)
- Introduce your team with their special talents
- Ask your members questions that will likely be asked by your teaching staff.
- Everyone must know your business!
- Don't get defensive
- Take notes on comments given (only you will see them)
