

SIX COMMON REASONS  
FOR NEW VENTURE FAILURE  
AND  
HOW COACHING MIGHT HELP

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# Six Reasons for Failure

- Basic Business Concepts
- Choice of People
- Roles and Responsibilities
- Focus
- Fierce Resolve
- Growth Management

# Basic Business Concepts

- Too Small a Market
- Too Big an Idea
- Too Small a Profit Margin
- Too Much Competition

## Coaching Point:

A dispassionate deeply empirical evaluation  
of the Business Concept

# Choice of People

- Integrity Issues
- Team Work Issues
- Work Ethic
- Basic Horsepower

Coaching Point:

People Evaluation Skills

# Roles and Responsibilities

- The Band Leader Entrepreneur
- Failure to Let Go
- Recognition of the Needed Roles
- Correct People in the Jobs
  - Tech Companies
- Roles and Responsibilities in Action
  - Execution

## Coaching Point:

Management Style Evaluation;

“From Scratch” Organizational Development

# Focus

- Business Planning
- Mission and Purpose
- The Deal of The Week Club

## Coaching Point:

The Business Planning Process  
and Focus on Milestones

# Fierce Resolve

- The Fire in the Belly
- Comparative Work Ethic
- Lunch Box Entrepreneurs
- Fierce Resolve in Later Stage Financing

## Coaching Point:

Commitment Required to Succeed in the Entrepreneurial Venture; Understanding the Five Forces of the Business Environment

# Growth Management

- Explosive Growth Produced by Funding
- Milestone Planning
- Staged Funding Now the Rule

## Coaching Point:

The Lessons Learned in the .com Boom;  
Controlled Growth Espoused by Flamholtz  
and Others