

Activity: Defining Your Role

Consider your strengths from the SWOT analysis done in **Preparing to Purchase a business** as you answer the questions below. One of the most powerful ideas in *The E Myth Revisited* by Michael E. Gerber is that you can learn to identify a weakness and strengthen it. Often hiring individuals with specific skill sets will resolve shortcomings.

1. Are you more like an entrepreneur, manager or technician?

2. How can you move from one role to another?

3. In which area are you least comfortable?

4. How can you reinforce the skills in your weak area?