

The Three Headed Monster!!!!
(Catchy title, huh?)
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Above is a link to a great book on Entrepreneurship. The book, *The E Myth Revisited* is a great read and helps us to understand what entrepreneurship is about. It is my assumption that as you are trying to incorporate changes within your life and your work you are having to pull on the same resources that someone would have to use to start a new business. Leadership is about inventing new things... or better ways of doing old things.

The *E Myth* posits that for a new business to be successful, each of the three roles must be undertaken: Manager, Innovator or Technician.

Let me explain these three in a bit more detail:

- *Manager* – this is the role responsible for making sure the light bill is paid, the policies and procedures are written, and the organization abides within the law. The Manager hires the people and makes sure that they understand their tasks and roles and helps them to be productive. The Manager is the “Guardian” of the group.
- *Innovator* – this role is responsible for new products and improved procedures. The Innovator has his or her eye out for new ways of doing old things. This role is responsible for being sure that the organization keeps an eye on and is prepared for the future. The Innovator, for example, is going to read the Harvard Business Review to find out how others are doing things; at the same time s/he reads The Review, s/he is thinking “I could adapt this successfully for our organization.”
- *Technician* – this role is responsible for actually doing the work. The Technician bakes the pie for the pie shop, makes the parts for the airplane engine or is the teller who greets customers at the bank. This person is actually “delivering the goods” and was hired by the Manager.

So, why am I writing about this concept? I have been thinking that I have to learn how to be a better manager, innovator AND technician, in my life and in my work. To do so successfully, I can ensure my “small business,” a.k.a. “my life” is successful.

Let me expound on this idea.

I will use a personal example and a work example.

Examples of the Three Headed Monster in my Life:

- *Manager* – I need to be sure that I am managing my time. I need notice if I am making and keeping worthwhile appointments. I need to notice if I have more than three battles going on in my life – and notice if I am becoming more cooperative or less cooperative. If I’m stuck, I need to get to counseling or talk to my confidants for help.
- *Innovator* – I need to be thinking of what I will learn this year. I need to be looking for new books to read and new ways to learn and explain things to myself and others. I need to think deeply about what matters in my life. I need to think about ways to “reinvent” myself each year to try to improve (which does not happen without thought).
- *Technician* – I need to be sure that I am doing my work at home and not leave my responsibilities to others. This isn’t about “managing my time” but more about actually doing the things I need to do, like balancing my check book (oops!), calling my mom, and making sure my car is clean.

Examples of the Three Headed Monster in my Work:

- *Manager* – I need to be sure that my boss feels I’m doing a good job. I need to be sure that I am fulfilling my job description. I need to be sure that others can follow my work. I need to think about how others interact with me.
- *Innovator* – I need to be looking for ways to do my job better. I need to be looking for new companies for my organization to contact to attract students. I need to be thinking of new ways of presenting our program.
- *Technician* – I need to be sure that each day I have a “to do list” and that I’m checking off assignments as they are completed. I need to be sure I am following up with accounts. I need to be accomplishing the tasks assigned to me.

So, the journal this month is to ask these questions of myself (and you are welcome to ask yourself, as well).

1. Which one of the three heads (manager, innovator, or technician) of the monster am I “least best” at?
2. Which one is preferred... the one I like to do?
3. Which one is causing me difficulty in my life and/or my work?
4. Who can I get to help me with my “least preferred monster head”?

I think that a well-rounded individual either learns how to accomplish managing, innovating or accomplishing technical responsibilities, or their quality of life is diminished.

To be “open kimono” with you, I am “least best” at being a technician in life and work. I enjoy managing (telling others what to do and how to do it); I love innovating (brainstorming new ideas); I enjoy the least the tasks of the technician. This has hurt me in my career and in my life.

In order for my life to improve and for me to show true leadership, do I need to work on developing my technician side?

What do you think? And, how about you?

My very best,
Helen Eckmann