

Tips for when business partner is life partner

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Someone on the business social media site LinkedIn posed the following question: What was the most important thing you have done for your career this year?

I responded: "My husband and I reassessed our myriad skills and went into business together." The poser's comment of "Brave, very brave!" led me to thinking. Perhaps this route may not be the road traveled by many, but for my husband and me, this decision was a no-brainer.

Here are some basic tips for building your business while keeping your relationship intact.

- Consider the strengths and learning preferences of both individuals. As life partners, most likely these preferences are already apparent, understood and practiced. This assessment will aid you in matching the person best suited to execute a particular aspect of the business.
- Define a budget. The first business year will reveal the true cost of doing business. Analyze what you learn and discuss it. Revise your budget accordingly and discuss how future resources will be invested.
- Create a dream board of mutually agreed on rewards that the work and the income from your business will provide. The dream board is a wonderful motivator and reminder of what teamwork can accomplish.
- Invest in technology. Create a shared electronic calendar. Include appointments, trainings and personal dates. This calendar should be accessible to each smartphone with sufficient lead time to identify potential conflicts.

Learn from challenges. Keep the commitment to succeed in business pursuits as strong as the commitment that keeps you together as life partners. Enjoy the journey.

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