

Re:Focus

simple ideas to help you thrive

by Simon Sinek

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The statistics are overwhelming. Couples live longer than single people. One study reported that the mortality rate for single men aged between 30 and 59 is two and a half times higher than those who are married. Though some of the theories point to quality of life and earning potential, the most compelling reason is deeper than that.

As social animals, we function better and cope with stress more easily when we're in a trusting relationship. After a hard day, for example, there is someone at home to talk to - to air your thoughts. Whether running errands, keeping the household going or raising a family, on so many levels, the best marriages are like a partnership. And in business...the best partnerships are like a marriage.

We often spend more time with people at work than we do with our own families, so some of the same dynamics should exist at work as at home. Many entrepreneurs say of their companies, "it's like a family," it's only fitting then that the family should have two parents. We all know the increased stress and pressure that single-parent households face.

Whether a formal relationship or not, the best business partners also have strong emotional bonds. This is the person with whom you can close the door and share doubt and expose your vulnerability. This is the person with whom you can bounce ideas and figure out the best way to "raise the kids." But more than anything, partners keep each other going.

Being an entrepreneur can be a lonely affair. Unlike working in a company, the person at the top doesn't have peers. Whether a formal equity partnership, a senior employee or a right-hand-man or woman, every entrepreneur needs a partner...a business husband or wife. Every entrepreneur needs someone they trust and who trusts them. And if for no other reason, having a partner you love working with will just help you live longer.