



Managing entrepreneurs and entrepreneurial teams requires a unique set of skills. These sometimes chaotic organisations and innovative minds throw up distinctive challenges. Having worked in a series of startups, digital consultancies and analytics companies, Sarah Bradbury knows what it takes to be a success.

Entrepreneurs are a challenge to manage. I've worked with some who have a lot of experience and some who are new to it, and don't have much experience of being managed. The key thing is adapting to them, working out how they work and what their particular skills are, and being able to find other people to work alongside them who perhaps have skills that they lack.

I came into contact with CMI through my Open University MBA, when I was very keen to have something to support my ongoing learning. CMI just seemed ideal in helping me set objectives and continue my learning, and in providing a huge amount of information and resources.

Since becoming a Chartered Manager, I have become more confident in my knowledge, skills and ability to find answers. I am able to reflect and really interact with any problem I encounter, and think about different ways of resolving it. If you have a lot of knowledge at your fingertips, you can think about how to approach situations in a different or more creative way, which you might not have thought about before.

The next-gen manager

SARAH BRADBURY CMGR MCMi
CHIEF OPERATIONS OFFICER, WINMARK

FIND OUT MORE AT [MANAGERS.ORG.UK/CMGR](https://managers.org.uk/cmgr)
OR CALL 01536 207429