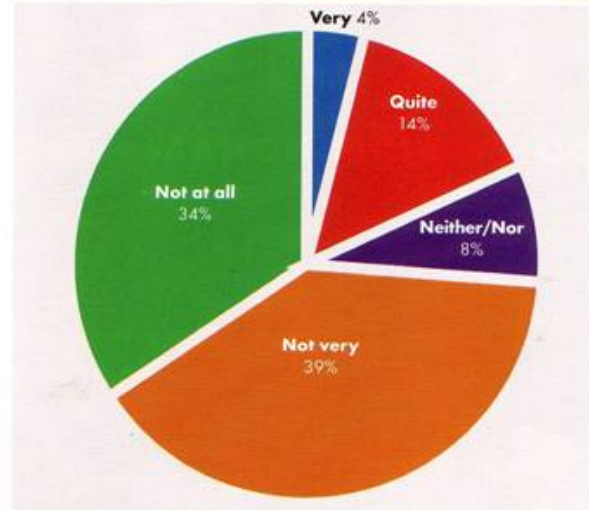


How often do you feel isolated when making business decisions?



### TOUGH AT THE TOP

**Name:** Trenton Moss

**Company:** Webcredible

**Founded:** 2003

**Focus:** Web consultancy

**Hours worked per week:** 65



// My ultimate goal is to have a 'normal' working week, meaning about 40 hours, Monday to Friday. As a sole founder of a company, you would do anything to make your business a success. Webcredible is still a relatively young company, less than three years old, so there is still work to do to build up the business.

Although I work 65 hours a week I do feel that I have achieved a work-life balance that is right for me at this stage in my life. Work isn't stopping me from spending time with friends, and I don't often sacrifice my social life for work. However, I don't currently have the commitment of a family or children, and while my work-life balance works for me at the moment, I am concerned that when I want, and in fact need, to change my work-life balance in the future I won't be able to.

Webcredible is 'my baby', and I don't know that I'd ever be able to sell it to anyone – there's too much emotional, rather than financial buy-in. However, I do think I manage to look to the future of the business – at least in the medium term – at the same time as handling the day-to-day.

It is lonely at the top. There's no boss who's 'been there and done that' you can turn to for advice. It helps to be in contact with like-minded business owners who are in a similar position as yourself and to also look to other people in your organisation that you trust to provide support."