How Successful Leaders Get More Done in Less Time

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There’s no shortage of ambition in leadership, but there is a shortage of time. The best leaders have mastered how to manage their time with purpose. When I first founded ButterflyMX, I thought productivity meant burning through task lists and staying “always on.” But over time, I learned that real impact comes from doing what matters most, with intention.

Time management is about creating the space for deep thinking, clear decisions and focused execution. It’s how you stop reacting and start leading. And that matters. How you manage your time as a leader affects your personal output and shapes your team’s focus, your company’s direction and your long-term growth.

Related: How to Reclaim Your Time and Start Focusing on Your Business’s Big Picture

The mindset shift — from reactive to intentional

Most leaders don’t start the day planning to be reactive. But it happens quickly. You check your email first thing, jump into meetings, respond to fires, and before you know it, it’s 5 p.m., and your actual priorities are untouched.

But that’s not leadership; it’s survival.

In order to be successful, leaders must make a conscious shift to move from reactive to intentional. They must guard their

calendars, build in time for deep work, and set clear boundaries to focus on what truly drives progress.

Consider this sentiment: “If you don’t own your calendar, your calendar will own you.”

That’s the difference. You can’t delegate time. But you can design how you use it. And when you do, you give yourself the space to lead, not just keep up.

Ready to take back your time? Let’s get into the strategies.

Strategy 1: Time-blocking like a CEO

Time-blocking is one of the simplest, most powerful tools a leader can use. At its core, time-blocking is the practice of assigning specific blocks of time to different types of work: deep focus, meetings, admin, creative thinking or even rest.

Why does it work? Because it eliminates context-switching, which is the silent killer of productivity. Instead of bouncing between tasks and losing momentum, time-blocking gives your day structure. It creates rhythm and ensures that what matters most actually gets done.

Here’s how to use it like a CEO:

- Block your high-energy hours (for most people, that’s the morning) for deep, strategic work. No meetings, no distractions.
- Group similar tasks, like responding to emails, reviewing approvals or attending meetings, into specific windows.
- Build in buffers for the unexpected. Leave space between meetings, and protect at least one “no meeting” hour per day.

Color-code your calendar by type of task. It gives you instant visual feedback on where your time's going and where it should be going. If your week looks like a patchwork of back-to-back meetings, it may be time to rebalance.

Related: 101 Time Management Tips to Boost Productivity Every Day

Strategy 2: Prioritize like a pro

Here's the hard truth: Not everything on your to-do list matters. But without a clear system to prioritize, everything feels urgent. That's how leaders end up spending hours on reactive work while their most impactful tasks get pushed to "tomorrow."

The fix? Use prioritization frameworks like the 80/20 rule (20% of tasks drive 80% of results) to stay focused on what actually moves the needle.

Here's how to apply it:

- Start each week by asking: "What will have the biggest impact on my goals?" Identify 1-3 high-impact tasks each day and treat them as non-negotiable.
- Push low-priority or reactive tasks (like inbox zero or Slack pings) to the afternoon when your energy naturally dips.

Eliminate before you delegate. Just because something ends up on your task list doesn't mean it needs to be done at all. Get comfortable asking, "Does this actually matter?" If the answer is no, cross it out.

Strategy 3: Delegate with intention

If you're still doing everything yourself, there's a chance you're creating a bottleneck.

The best leaders know that delegation buys back time and creates opportunities for others to grow. It frees you up to focus on high-level work while giving your team the space to develop skills and make meaningful contributions.

Here's how to delegate with intention:

- Start by delegating outcomes, not just tasks. Explain what success looks like and why it matters.
- Be clear about expectations, timelines and deliverables.
- Let go of perfectionism. If your team gets it 90% right without you, that's a win.

Delegation isn't just about efficiency; it's about empowerment. When you delegate with purpose, you build trust, develop future leaders and step more fully into your role as a strategic decision-maker.

Related: 12 Time Management Mistakes That Set You Up for Failure

Common pitfalls to avoid

Even with the right strategies in place, it's easy to fall into habits that quietly erode your productivity. Mastering time management isn't just about what you do — it's also about what you stop doing.

Here are a few traps to watch out for:

- **Multitasking:** It feels productive, but it's not. Splitting your attention between tasks actually slows

you down and reduces the quality of your work. Focus on one thing at a time.

- **Overscheduling:** A calendar packed with back-to-back meetings and zero white space doesn't make you productive — it makes you reactive. Leave room for deep work, strategic thinking and flexibility.
- **Saying "yes" to everything:** Every yes is a no to something else. If you're constantly overcommitted, your priorities — and your energy — get diluted. Learn to say no with confidence.
- **Delegating without clarity:** Delegation isn't a set-it-and-forget-it move. If expectations aren't clear, tasks boomerang back with questions, rework or worse — missed deadlines. Set your team up for success by being clear on outcomes, timelines and ownership.

https://www.entrepreneur.com/leadership/how-successful-leaders-get-more-done-in-less-time/489456

These 3 Growth Levers Will Separate Winning SMBs in 2025 — Are You Using Them?

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Small and midsize business owners and decision makers will

have a strong focus on growth in 2025. Nearly 50% of SMB owners and nonprofit decision-makers plan to increase their investments in sales and marketing this year, according to a recent Walmart Business survey fielded by Morning Consult. This investment signals clear priorities: expanding their customer base and strengthening their competitive edge.

But achieving these growth goals isn't always straightforward. Many small businesses struggle with operational challenges that consume valuable time and resources. Streamlining administrative tasks and optimizing procurement strategies are key to allowing business owners to focus more on growth initiatives.

Related: 70 Small Business Ideas to Start in 2025

Time to focus on growth

Sales and marketing are at the top of the list for small business investments in 2025. The survey of nearly 500 respondents found that close to half of SMBs plan to boost spending in these areas, aiming to capture new customers and build brand strength. However, the same business leaders report that they anticipate spending nearly 40% of their work week on administrative tasks. Managing spending, inventory and payroll is the biggest time drain

Among respondents, 79% identified spending and cash flow management as particularly time-consuming. Inventory management followed closely at 65%, and payroll management was a significant challenge for 51%. These tasks often prevent leaders from focusing on strategic initiatives to drive growth.

The survey also revealed that many small businesses take a reactive approach to inventory tracking. Almost one in three respondents rely on "out of stock" triggers instead of structured tracking or automation. This method may lead to

inefficiencies and missed revenue opportunities. Implementing more proactive task management and inventory solutions saves time and supports growth strategies.

Related: Why Business Owners Should Streamline Their Operations Now for Success in 2025

Proactive strategies for operational efficiency

Finding ways to reduce the time spent on administrative work will create new opportunities for growth for small business leaders. This often involves adopting digital tools and software that automate repetitive tasks like inventory management, payroll processing and expense tracking.

Many businesses are also turning to buying platforms and suppliers that offer both essential goods and procurement tools to simplify purchasing and inventory management. These solutions help businesses streamline purchasing processes, manage supplier relationships and automate the reordering of essential supplies. By reducing manual intervention, business owners can devote more time to their strategic priorities, such as refining their sales approach or exploring new market opportunities.

Embracing online marketplaces

As small businesses seek greater efficiency, many are rethinking how they source products and seeking alternatives to managing multiple direct supplier relationships. The survey shows that 38% of SMBs plan to increase their purchases from online marketplaces in 2025, while only 3% expect to reduce their marketplace use. This trend points to the growing appeal of online marketplaces for convenience, cost savings and access to a broader assortment of products.

Trust is crucial when choosing an online marketplace. Business owners need assurance that products are offered at a fair price, meet quality expectations and will arrive as promised. Reliable marketplaces provide not only a wide selection of products but also the peace of mind that comes with a large, capable vendor standing behind the offering and ensuring dependable fulfillment and transparent purchasing experiences.

These platforms also offer SMBs the flexibility to scale purchases according to their needs, avoiding the pitfalls of overstocking or understocking. By having access to diverse suppliers and bulk purchasing options, small businesses can better manage their budgets and ensure they are always prepared to meet customer demands.

Seeking cost-efficient solutions

With growth ambitions come cost pressures. Seventy-five percent of survey respondents prioritize membership rewards and discounts when making routine purchases. Cost-saving strategies help businesses maximize budgets and maintain profitability in a competitive landscape.

Leveraging bulk purchasing, choosing vendors that provide consistently affordable prices and participating in rewards programs significantly impact the bottom line. Small business owners who prioritize cost-efficient solutions will be better positioned to invest savings back into growth initiatives.

An evolving purchasing model

Small businesses’ purchasing habits are evolving. They increasingly expect B2B purchasing experiences to be as easy and flexible as consumer shopping. Features like mobile-friendly ordering, flexible delivery options and seamless transactions are becoming table stakes.

Finding new operational efficiencies will be critical as SMBs prepare for growth in 2025. Adopting smarter procurement strategies and reducing time spent on administrative tasks empowers business owners to dedicate more time and energy to expanding their customer base and boosting their competitive position.

The key takeaway for small business leaders is that investing in growth-driving initiatives and operational efficiencies can lead to long-term success. By balancing these priorities, businesses can build a strong foundation to thrive in today's dynamic market environment.

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The 3 Biggest Mistakes That Made Me a Better Entrepreneur

Opinions expressed by Entrepreneur contributors are their own.

From the outside, entrepreneurship often looks like a highlight reel: rapid growth, media coverage, successful exits. I've lived that story — building and running multiple companies, serving as CEO of SetSchedule and exiting businesses in real estate and tech before moving into venture investment. But the truth is, my real education didn't come from the wins. It came from the mistakes.

Now, as a venture investor focused on identifying what makes companies sustainable and founders resilient, I often reflect

on the choices I would never make again. These aren't just my battle scars — they're the very things that made me a better entrepreneur. And in my experience, there are three big mistakes that many entrepreneurs, including myself, have made. If you're building something now, let these serve as guideposts.

Related: **5 Lessons You Learn From Your Business Mistakes**

1. Believing everyone can be a partner

In the early days of entrepreneurship, there's a rush to build momentum — and in that rush, it's easy to mistake proximity for alignment. I made the mistake of elevating early team members into partners without truly understanding if we shared the same values or long-term vision. Sometimes I felt a sense of obligation. Sometimes it was about giving someone a bigger stake to keep them around. But what I've learned is that true partnership is about more than titles or equity — it's about shared sacrifice and belief in the mission.

When partnerships are built on convenience, compensation or charisma alone, they usually crack under pressure. Some of the most public business breakdowns stem from this same misjudgment. Facebook's early falling-out between Mark Zuckerberg and Eduardo Saverin is a prime example. Saverin was there at the start, but their priorities diverged quickly — and that divergence led to a legal and personal battle that defined the early company culture.

Steve Jobs and John Sculley's infamous fallout at Apple is another cautionary tale. Jobs brought Sculley in from Pepsi, thinking they could complement each other. However, their values and leadership styles clashed. Jobs was eventually forced out of the very company he founded.

I've been there. I've handed out trust before it was earned. I've mistaken transactional loyalty for long-term commitment. And I've paid the price in time, money and emotional bandwidth.

Lesson: Not everyone who starts the race with you is meant to finish it by your side. Partnerships require aligned values, not just aligned goals.

Related: I Made These 3 Big Mistakes When Starting a Business — Here's What I Learned From Them

2. Chasing growth at all costs

If you've ever pitched a VC, you've probably said some version of: "We're growing fast." For a while, I believed that speed was the only thing that mattered. I expanded teams, opened new verticals and pushed marketing spend to the limits — all in the name of growth. But fast growth without a strong foundation is like building a skyscraper on sand.

I once doubled the size of a team before understanding what our most efficient systems were. The result? Burnout, bloated overhead and a product that wasn't improving fast enough to justify the scale.

There are plenty of case studies here. Fast, a one-click checkout startup, raised $120 million before shutting down in 2022 — despite growing headcount and marketing spend aggressively. The product couldn't keep up with the hype. Or consider WeWork, which became the poster child for "growth at all costs." At its peak, it was valued at $47 billion. By 2023, it was struggling for survival, largely because it expanded faster than its core business model could support.

In both cases — and in mine — growth wasn't the enemy. But chasing it without discipline, without product-market fit and without unit economics is a fast way to scale failure.

Lesson: Sustainable growth is a byproduct of a strong product, efficient operations and clarity of mission — not just ambition.

3. Becoming unconditionally obsessed with the business

Entrepreneurs are told to be obsessed. Live it. Breathe it. Sacrifice everything for it. And yes, you have to care deeply. But here's the trap: When your identity is too tightly tied to your company, you lose sight of its natural life cycle — and your own.

I've seen brilliant founders miss exit opportunities because they believed they were building something eternal. I've done it, too — clung too tightly, too long. But here's what I've come to understand: Businesses have a shelf life, and smart founders learn when to enter, when to scale and when to exit.

Jeff Bezos, one of the greatest builders of our time, famously said: "Amazon is not too big to fail… In fact, I predict one day Amazon will fail." He pointed out that companies have lifespans, and the goal is to prolong it as much as possible while accepting that no company lasts forever.

Think about the S&P 500 twenty years ago. Many of the current giants — Tesla, Meta, even Google — either didn't exist or weren't relevant yet. In 2004, Facebook was just launching from a Harvard dorm room. The average lifespan of an S&P 500 company has dropped from 33 years in 1964 to just 18 years today, according to Innosight's Corporate Longevity Report.

That data doesn't lie. Companies fade. Markets shift. Technology outpaces even the most dominant firms. Your job as a founder isn't to defy that — it's to stay aware of it.

Too many entrepreneurs wrap their personal worth into the success of their company, and it clouds their judgment. They

ignore red flags. They pass on acquisition offers. They burn out. But being obsessed with your business doesn’t mean you should be blind to its evolution — or to your own.

Lesson: Be passionate, but not delusional. Every business has a cycle. Know when to build, when to pivot and when to walk away.

Related: The Path to Success Is Filled With Mistakes. Do These Four Things to Tap Into Their Growth Potential.

I’ve built companies. I’ve exited some, pivoted others and shut a few down. Today, as an investor, I spend more time evaluating the founder than the product. Because what I’ve learned — through success, but mostly through failure — is that mindset, judgment and self-awareness matter more than the perfect pitch.

Would I undo these mistakes? Not a chance. They taught me things no MBA could. They hurt. They cost time and money. But they also gave me clarity.

So if you’re building something today, ask yourself: Am I partnering with the right people? Am I chasing growth or building a great product? Am I obsessed … or aware?

The answers might just be the difference between a lesson and a legacy.

https://www.entrepreneur.com/growing-a-business/the-3-biggest-mistakes-that-made-me-a-better-entrepreneur/489242

Why Great Customer Experience Starts With Inspired Leadership

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Creating extraordinary customer service and customer experience is dependent on how you inspire and train your customer-facing teams. As I've discovered through my consulting work transforming customer service for organizations worldwide, leadership is often the differentiator between mediocre and exceptional service cultures.

Once you've selected and employed people with the right potential, your leadership approach is what transforms these talented but largely unformed employees into customer service champions. Let's explore the methodology that makes this transformation possible.

The tale of two customer service styles

Consider two hypothetical customer service professionals.

Employee #1: Technically gifted. Rarely makes mistakes, follows protocols precisely and completes all assigned tasks. Not bad, as a start! The challenge is that their focus remains fixed on completing their designated functions in their predetermined sequence, regardless of what's happening around them.

Employee #2: Equally skilled technically, but possesses what you might call "customer-focused radar" – an awareness that extends beyond assigned tasks. This person instinctively notices when anyone needs assistance, whether in their designated area or not. They take the extra effort to help a customer with a question, to address an unexpected need or desire or step in when they spot an opportunity to elevate the experience.

What creates this difference in service delivery? The answer may depend on how you've provided leadership and customer service training to them.

Related: We Have an Empathy Crisis on Our Hands. Here's How to Combat the Rising Trend of Poor Customer Service.

Purpose transcends function

Assuming both service professionals have similar levels of natural empathy (which your hiring process should screen for), the difference in their performance stems from one critical factor: One understands their true purpose in your organization, while the other doesn't.

Every employee has both a job function and a purpose. The function appears in job descriptions, including the technical responsibilities and tasks to complete. For customer-facing roles, this includes processing transactions, answering questions, following procedures and meeting metrics.

Purpose, however, runs deeper. It's the reason behind all those technical activities – the "why" that sometimes requires stepping outside rigid roles to do whatever the situation demands.

For Customer Service/CX Professionals, this purpose might be: "You're here to create memorable, positive experiences for every customer who interacts with our company."

The transformation begins at orientation

Communicating this purpose-centered philosophy must begin immediately. The legendary founder of the modern Ritz-Carlton hotel chain understood this perfectly. He made it a priority to conduct orientation personally at every new hotel opening. Surprisingly, he didn't focus on operational details or technical standards.

Instead, he would introduce himself saying, "I'm the President of this hotel. I'm an important person here." Then came the pivotal moment: "And you are an important person too—in fact, you shape our guests' impressions more powerfully than I ever could."

He would then articulate their collective purpose: "The genuine care and comfort of our guests is our highest mission."

Similarly, Mayo Clinic – one of the world's most respected healthcare institutions – operates in an intensely technical, regulated field. Yet from day one, new employees hear their straightforward seven-word purpose repeated consistently: "The needs of the patient come first." This mantra guides them to prioritize patient needs above whatever they might think they're "supposed" to be doing if the two ever conflict.

Related: Why Extreme Customer Service Will Spark Business Domination

Beyond mantras: Building a purpose-driven culture

While a clear purpose statement is foundational, sustaining purpose-driven customer service requires more. Here are the essential elements:

- **Regular reinforcement:** Daily (ideally) or, at a minimum, weekly meetings focused solely on your company's purpose. Discuss real examples of how team members have fulfilled this purpose and invite ideas for new opportunities.
- **Positive peer influence:** This can be a powerful force for excellence. When employees witness colleagues rushing to assist customers, anticipating needs before being asked and finding creative solutions to problems, they naturally adopt these behaviors themselves. This is how exceptional customer service/CX cultures perpetuate and grow stronger over time.
- **Purposeful standards:** Develop clear standards for recurring activities, but design them thoughtfully. The best standards explain the reasoning behind each requirement and clarify when deviation might be appropriate. Without this flexibility, you'll create robotic compliance that ultimately undermines your service culture.
- **Empowerment:** Enable employees with actual authority to do what's right for customers—period. If someone returns late from lunch because they helped jump-start a customer's car, celebrate this decision rather than penalizing them for the schedule deviation. When purpose drives decisions, technical rules become secondary.

The leadership difference

Transformative customer service and customer experience begin with leadership that consistently prioritizes purpose over function. In my work as a customer service trainer and advisor, I've seen the power of this leadership approach enhance great performance time and again.

When you help your team understand *why* their work matters — how it impacts real people's lives and experiences — you tap into intrinsic motivation that technical training alone can

never achieve.

The most successful customer-focused companies don’t just train employees to follow procedures; they inspire them to fulfill a meaningful purpose. They recognize that exceptional customer service/CX experiences emerge when empowered team members understand their true mission and have the support to pursue it creatively and consistently.

By becoming a “customer service whisperer” who unlocks this potential in your team, you create the foundation for service experiences that truly stand apart.

https://www.entrepreneur.com/leadership/why-great-customer-experience-starts-with-inspired/489308

Spotify Is Down for Tens of Thousands of Users as Mass Outage Continues. Here’s What We Know.

Spotify is experiencing a mass outage. Users have been reporting issues with the music app since 8:52 a.m. ET, according to Downdetector.

Nearly 50,000 Spotify users had reported issues with the site by 10 a.m. ET.

The app posted on X that it is “aware of some issues right now

and is checking them out!”

Spotify has over 675 million users across the globe, according to the company.

> *We’re aware of some issues right now and are checking them out!*
>
> *— Spotify Status (@SpotifyStatus)* ***April 16, 2025***

At 10:40 a.m., Spotify posted on X that the company is working to resolve the outage and reports of a “security hack are false.”

> *We are aware of the outage and working to resolve it as soon as possible. The reports of this being a security hack are false.*
>
> *— Spotify Status (@SpotifyStatus)* ***April 16, 2025***

By noon ET, some users had reported that the service was skipping or stopping after a few seconds into a song. Others are reporting that things are back to normal.

Spotify customers flocked to social media to see if the app was down (and questioning why they can’t listen to their music during the workday).

> *Me running to Twitter to see if Spotify is down* ***pic.twitter.com/beEPKrYgug***
>
> *— kait! mets pls win a game (@reidsgarcia_)* ***April 16, 2025***

> *Spotify is down and I’m still at work* ***pic.twitter.com/DQ2vqOZu8t***
>
> *— ? (@thefutxre)* ***April 16, 2025***

Where Is Spotify Down?

The issue appears to be affecting many users around the world.

The BBC reports that the music app was down in Europe and the U.K.

Spotify told the outlet that “the issue with Search has been addressed,” and an update is on the way for users.

https://www.entrepreneur.com/business-news/is-spotify-down-tens-of-thousands-of-users-report-outage/490140

Two Microsoft Apps People Can’t Stop Talking About—Now Down to $15

Disclosure: Our goal is to feature products and services that we think you’ll find interesting and useful. If you purchase them, Entrepreneur may get a small share of the revenue from the sale from our commerce partners.

They’re not trendy. They’re not new. But suddenly, everyone from startup founders to corporate managers is buzzing about these two Microsoft apps. What started as niche tools for planners and strategists are now becoming go-to solutions for anyone who wants to work smarter. And the $15 price tag? That’s just a bonus.

You’ve heard of Word, Excel, and PowerPoint, but now it’s time

to meet Microsoft Project and Microsoft Visio. Each of these tools could become essential in your daily workflow, especially when they’re at all-time low prices right now.

Let’s explore them together, shall we?

Get to know Microsoft Project

If your current project management strategy looks more like a mess of emails, sticky notes, and crossed fingers, it might be time to graduate to something smarter. Microsoft Project is a professional-grade tool built to help individuals and teams organize, track, and manage tasks with precision.

You can break large goals into smaller tasks, assign deadlines, monitor timelines visually, and even run what-if scenarios to plan for the unexpected. From freelancers managing client deliverables to small business owners coordinating workflows, Project offers the structure and clarity most basic to-do apps lack.

Unlike many other project management tools, it doesn’t lock you into a subscription. You pay once, and you own it.

Getting familiar with Microsoft Visio

When your ideas are too complex for bullet points and too important to lose in a wall of text, Microsoft Visio steps in. This professional diagramming tool lets you create clear, compelling flowcharts, org charts, and visual workflows that actually make sense to your audience.

With a library of premade templates and easy drag-and-drop functionality, Visio helps professionals—from IT leads to HR managers—present complicated processes in a way that’s both polished and easy to understand.

Don’t miss these $15 prices

Microsoft apps for as low as $15 don’t come around often, so grab these deals while they’re still around:

Why this deal is worth it

Microsoft Project and Visio are rarely included in low-cost software bundles—especially not at just $15 each. These are pro-level tools used by serious operators: Entrepreneurs managing fast-moving projects, team leads juggling deadlines, and professionals who need to communicate clearly and plan efficiently. Typically, you’d pay far more or get locked into a monthly subscription just to access similar functionality. But this deal gives you lifetime access to both apps for less than the price of lunch.

StackSocial prices subject to change.

https://www.entrepreneur.com/science-technology/two-microsoft-apps-people-cant-stop-talking-about-now/489788

‘Fully Replacing People’: A Tech Investor Says These Two Professions Should Be the Most Wary of AI Taking Their Jobs

Big Tech companies may not say outright that AI is replacing people, but one tech investor is — and he says two professions, in particular, should watch out.

“Big companies talk about, like, ‘AI isn’t replacing people, it’s augmenting them,'” said Victor Lazarte, general partner at venture capital firm Benchmark, on a recent episode of the podcast “The Twenty Minute VC.”

“It’s bulls—t,” Lazarte said. “It’s fully replacing people.”

Lazarte said that two professions should be especially wary of AI: lawyers and recruiters.

He explained that within the next three years, AI will be able to take over the busy work in law, which often falls to recent law school graduates. On the recruiting side, Lazarte predicted that AI would take over interviewing candidates.

“There’s not going to be that many things” that AI can’t do, Lazarte said.

Related: A 74-Year-Old Needed a Lawyer, So He Used an AI Avatar in Court. It Didn’t Go Well.

The legal industry is already using AI tools. Earlier this week, legal tech startup Libra, which supports more than 3,000 lawyers and 150 law firms, updated its AI to help with every step of daily legal work, from research to review. Last July, the American Bar Association listed Claude, ChatGPT, Gemini, and Copilot as its top four tools for AI professionals.

AI has noticeably improved the quality of legal work, too. A March study from researchers at the University of Michigan Law School discovered that AI can improve how well law students put together legal analyses. Study participants found that the quality of their legal work improved by up to 28% with AI.

Meanwhile, law firms are racing to adopt AI. A Thomson Reuters study from July 2024 surveyed 2,200 professionals and C-Suite executives globally and found that law firms listed AI as their top strategic priority.

Related: Jack Dorsey Says Intellectual Property Law Shouldn't Exist, and Elon Musk Agrees: 'Delete All IP Law'

On the recruiting side, firms are using AI to automate hiring. While Jobscan research notes that 99% of the Fortune 500 companies use AI to filter applicants, its influence reaches farther than just the initial stage of applications. A Resume Builder survey found that in 2024, over 40% of companies used AI to conduct interviews and "talk" to candidates. The AI screenings have taken some candidates by surprise.

Meanwhile, startups are busy exploring the AI recruiting market. OptimHire, an AI recruiting startup that finds candidates, conducts interviews, and schedules calls, raised $5 million in seed funding last month.

Another small AI recruiting startup, ConverzAI, raised $16 million in a Series A round in January to create virtual recruiters. Bigger startup Mercor, which uses AI to screen resumes and match candidates, raised $100 million in a Series B round in February. Mercor counts OpenAI as part of its client base.

Lazarte said that AI might replace jobs, but it also has the potential to help start new companies.

"You're going to have these trillion-dollar companies being done by very small teams," he predicted.

Benchmark has backed companies including Asana, Snap, and Uber.

https://www.entrepreneur.com/business-news/ai-is-replacing-jobs-in-these-two-fields-benchmark-vc-says/490091

Starbucks Introduces a Strict New Dress Code for Baristas in All Stores

Starbucks wants the green apron to be the star of the show.

Starting May 12, Starbucks is “evolving” its dress code in all stores that will allow its “iconic green apron to shine,” the company announced on its blog.

The new “simplified color options” will “create a sense of familiarity for our customers, no matter which store they visit across North America,” the company wrote.

Related: ‘We’re Not Effective’: Starbucks CEO Tells Corporate Employees to ‘Own Whether or Not This Place Grows’

Since taking over as CEO in September 2024, Chief Executive Brian Niccol has implemented a slew of changes to improve lagging sales. This includes cutting 30% of its menu, adding new directives like making coffee in under four minutes, and writing customers’ names down with Sharpies on their cups.

What Is the New Starbucks Barista Dress Code?

Starbucks is calling the new dress code a “more defined color palette,” which means a solid black (only) crewneck, collared, or button-up shirt in either short and long-sleeves.

For bottoms, crewmembers can wear “any shade” of khaki, black, or blue denim. The company said it is also making a new line of company-branded T-shirts that will be “available to partners, who will receive two at no cost.”

The AP notes that in 2019, Starbucks began allowing one facial piercing for its front-facing employees, and that still stands with the new dress code.

Starbucks has more than 40,000 stores worldwide, with 16,941 in the U.S. The company has used the green apron as its symbol since 1987.

Related: Starbucks Is Limiting Mobile Orders to Reclaim the Coffeehouse’s ‘Connection’ With Customers

https://www.entrepreneur.com/business-news/starbucks-introduces-a-strict-new-dress-code-for-baristas/490077

The CEO of Thomson Reuters Is Betting Big on AI-Driven Innovation. Here’s What Every Leader Can Learn From His Approach.

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Sitting down with Steve Hasker, the CEO of Thomson Reuters,

was an insightful experience that offered a deep look at how leadership is evolving in the age of generative AI and global transformation. From the outset, Steve made it clear that Thomson Reuters is much more than just its widely recognized Reuters news division. In fact, over 90% of the company's revenue comes from services provided to legal, tax, accounting and corporate professionals – a reminder that global enterprises often have dynamic layers beneath their most public-facing brand.

Related: Build-A-Bear Was Failing. Here's How This CEO Turned It Around — and Achieved Record-Breaking Revenue.

One of the most thought-provoking parts of our discussion centered on the transformative role of AI in professional services. Steve believes that the firms that embrace generative AI – not just as a tool, but as an integrated part of their operations – will be the winners of this new era. He's less concerned about AI replacing jobs wholesale and more focused on how those who fail to leverage these tools may be left behind. For legal and tax professionals, this shift will upend traditional workflows, change the apprenticeship model and redefine how client data is managed and protected.

Another compelling topic was the intersection of journalism and corporate business. As a CEO, Steve must navigate the unique dynamic of leading a company that delivers impartial news coverage while also maintaining relationships with clients who may not always appreciate the media spotlight. His commitment to the Reuters Trust Principles – accuracy, independence and integrity – offers a blueprint for how organizations can maintain trust while facing external criticism and political noise.

Steve also offered reflections on leadership itself, which was influenced heavily by his upbringing. With a father who was a CEO and a mother with a background in psychology and social work, his style reflects a balance of intellectual rigor and

humility. He doesn't believe in a rigid career path, instead prioritizing opportunities that offer learning and growth – a principle that aspiring leaders might find valuable in their own careers.

Related: How This Latina CEO Created the Fastest-Growing Hispanic Media Company in the U.S.

The company is investing heavily in AI-driven innovation, aiming to become the most innovative player in business information services. He emphasized the importance of cybersecurity and data integrity, especially as AI becomes more deeply embedded in the professional world. For CEOs and business leaders navigating digital transformation, Steve's approach is a masterclass in balancing innovation, responsibility and long-term vision.

https://www.entrepreneur.com/leadership/why-the-ceo-of-thomson-reuters-is-betting-big-on-ai/489781

OpenAI Is Creating AI to Do 'All the Things That Software Engineers Hate to Do'

Can AI create an app with just a prompt? ChatGPT creator OpenAI is working toward that future by developing an AI agent that can replace crucial work currently done by human software engineers.

At a Goldman Sachs conference last month, OpenAI's Chief Financial Officer Sarah Friar said that OpenAI is preparing an AI agent that goes beyond helping software engineers – it does

all of their duties for them. Instead of simply completing lines of code or generating new code, the agent acts on its own to create apps, run quality assurance tests, test for bugs, and write documentation.

“It’s literally an agentic software engineer that can build an app for you,” Friar said. “Not only does it build it, it does all the things that software engineers hate to do. So suddenly you can force multiply your software engineering workforce.”

OpenAI CFO Sarah Friar. Photographer: Lauren Justice/Bloomberg via Getty Images

The AI agent, called A-SWE, will be OpenAI’s third agent tool. In January, the AI startup released Operator, an AI agent that can shop for groceries or make dinner reservations. One month later, the AI startup launched Deep Research, an AI agent that

surfs the web to generate in-depth research reports.

Related: ‘Maybe We Do Need Less Software Engineers’: Sam Altman Says Mastering AI Tools Is the New ‘Learn to Code’

OpenAI isn’t the first to develop an AI software engineer. In March 2024, Cognition AI released a coding assistant named Devin, claiming that it was the first AI software engineer. However, the AI was only able to complete three out of 20 coding tasks in an independent test.

As AI’s coding skills improve, industry leaders are warning that it may take over software engineering roles. Anthropic CEO Dario Amodei stated last month that AI could write “essentially all of the code” within a year, expressing “a fair amount of concern” about the impact of AI on jobs. Meta CEO Mark Zuckerberg told Joe Rogan in January that Meta is working on an AI that writes code as well as “a midlevel engineer” this year.

Meanwhile, Google indicated in October that AI wrote one-fourth of “all new code” at the company.

Related: Amazon Cloud CEO Predicts a Future Where Most Software Engineers Don’t Code — and AI Does It Instead

OpenAI CEO Sam Altman said last month that the skills needed to excel in tech have changed because of AI. He stated that “the most obvious tactical thing is just get really good at using AI tools” instead of mastering how to code.

“At some point, yeah, maybe we do need less software engineers,” Altman said.

OpenAI stated earlier this month that it had raised $40 billion at a $300 billion valuation.

https://www.entrepreneur.com/business-news/openai-is-building-ai-software-engineers/490081