

MEET THE BOSS

Dorry Kordahi

For entrepreneur Dorry Kordahi, being a boss crept up on him.

"I started in business from a backyard shed, working by myself," he says. "My first staff member came on board about 18 months later. From then I looked for gradual growth, not employing too many people at once."

Since founding Dorry Kordahi Management in 2002 and working mainly with promotional products, Kordahi's business focus has changed: it's now about helping make brands work. But, having failed his HSC, he is entirely self-taught.

"No one taught me how to be a boss," he says. "I thought about how I would want to be treated and realised that if you're going to change direction you need to be cautious. You can't keep chopping and changing; staff are following your lead."

Kordahi has also reaped the rewards of seeing staff advance.

"I hired juniors at the start, as that gave me a chance to train them in our methods," he says. "Then they grew with the business and trained others using our business philosophy."

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Curriculum vitae

Name Dorry Kordahi.

Current position

Entrepreneur and co-founder of DKM Blue.

Responsibilities Managing overall operations.

Education Failed HSC.

Additional training/courses None.

Professional associations None.

Honourable mentions Ernst & Young Entrepreneur of the Year eastern regional finalist, on *BRW* Young Rich list and *BRW* Fast Starter list.

Strength The ability to see ahead. "For any leader or entrepreneur, predicting the trends in the market is important."

Weakness "I get a bit impatient. [It's about] realising that people don't always want the same things – either their personal goals or in business – and accepting that."

Management style and tips Assertive, but a little bit relaxed. "I'm not the sort of boss who freaks out; I lead with calm, not panic, and I think that's important."

Work motto Power to act. "It's the title of my book. If you believe in something, go out there and do it."

