

Happy Entrepreneur Mindset: Hems Club

Karen Melonie Gould, MBA
Managing Director, WorkBiz Academy Ltd
Chester, UK

INTRODUCTION

You have joined us to look at closure of the 'HAPPY ENTREPRENEUR MIND SET' what makes any person an ENTREPRENEUR? Are you born an ENTREPRENEUR? Do your circumstances in life propel you to become an ENTREPRENEUR? Are you born with CHARACTERISTICS that make you an ENTREPRENEUR? Or as ACADEMICS would have us believe that you can educate anyone to become an ENTREPRENEUR? Is there a 'MIND SET' that you can acquire to become not only an ENTREPRENEUR but a 'HAPPY ENTREPRENEUR'? We shall explore this together and I will give you examples of working with Entrepreneurs and let you make up your own mind!

I have always found from my research and from looking within myself that ENTREPRENEURS have a 'HAPPY MIND SET' as even when we are at our lowest we are always optimistic and never jealous or resentful of others achieving and their success but tell ourselves that we work harder to achieve greatness and it will come and it does!

ENTREPRENEURSHIP STATISTICS UK

Cost of starting up a business has not changed significantly between 1999 and 2009 (**Barclays/NFEA 2009**)

67% of businesses close within 3 years and 85% close within 5 years. This has not changed significantly over the last 10 years allowing for changes in economic climate. **BIS**

Main trusted advisors remain accountants, solicitors and banks – all of whom offer free initial consultations for start ups. (**FPB 2008**)

In the UK 7.3% of working age adults expected to start a business within the next 3 years in 2010 compared with 10.4% in the US and 8.5% across participating G7 countries. Total early-stage entrepreneurial activity or TEA (the sum of the nascent entrepreneurship rate and the new business owner-manager rate - without double counting) in the UK in 2010 was 6.5%¹. The UK TEA rate closely tracked the G7 average from 2002 to 2008. (**GEM 2010**)

The UK TEA rate has remained relatively unchanged in the period 2002-2010, ranging from 5.4% to 6.5% over that period. In contrast the US TEA rate has fallen since 2005, when it

was over 12%. In 2010, the gap between the UK and the US was the lowest it has been as a result of falling TEA rates in the US: the UK TEA rate was around six sevenths (86%) of the US equivalent rate of 7.6% and above the G7 average of 5%. (**GEM 2010**)

When surveyed in mid-2010, 3.2% of the adult population in the UK were actively trying to start a business (*nascent entrepreneurs*), compared with 4.9% in the US and 2.9% in the G7. Nascent entrepreneurship rates in the UK, US and the G7 average did not change significantly between 2009 and 2010. (**GEM 2010**)

When surveyed in 2010, 3.4% of the UK working age adult population were owner-managers of a business that was 3-42 months old (*new business owner-managers*). This is unchanged on the 2009 estimate of 3.2%, and it compares favourably with the estimate for the US 2.8% and the G7 average of 2.2%. (**GEM 2010**)

Around half (53%) of UK early-stage entrepreneurs thought that starting a business was more difficult than a year ago, down from two-thirds (65%) in 2009. Around two-thirds (62%) of UK established business owner-managers thought that starting a business was more difficult than a year ago, down from around three quarters in 2009 (76%). (**GEM 2010**)

Attitudes to entrepreneurship:

- 31% of non-entrepreneurs of working age said they personally knew someone who had started a business.
- 27% of the non-entrepreneurial working age perceived that there were good opportunities in the next 6 months. 47% of non-entrepreneurs felt that they had the skills, knowledge and experience to start a business.
- Fear of failure (36%) among those who perceived opportunities in the UK.
- 52% felt that starting a business was a good career choice
- 76% felt that business founders have a high level of status.
- 51% stated that you will often see stories in the media about people starting successful new businesses. (**GEM 2010**)

53.6% of business people had worked alone for over three years, 15.6% had started working for themselves within the last year, and 20.6% had worked for themselves for between one and three years. (**BCC Sole trader April/May 2011**)

Only 5.6% of business people were either short or long-term unemployed immediately before setting up on their own. 42% worked in a similar industry and 34% were an employee. (**BCC Sole trader April/May 2011**)

Ambition to take on staff decreases the longer a business has been in existence; over 45% of sole-traders operating for less than six months had ambitions to increase their staffing levels by 50% by 2015, compared to less than 20% who had been operating more than three years. (**BCC Sole trader April/May 2011**)

42% feel the government should be promoting and investing in an enterprise led recovery, 31% in addressing rising unemployment and 20% in developing the UK's manufacturing sector (*PPH Jan 2011*)

UNIT 1

The QUESTION is always asked? 'ARE YOU BORN AN ENTREPRENEUR?' or 'CAN YOU OBTAIN THE ENTREPRENEURIAL MINDSET?'

Several years ago I would have gone with the statement that ENTREPRENEURS ARE BORN NOT CREATED! Now I have found from delivering these workshops for several years that I and others have created new ENTREPRENEURS for the future - the future BUSINESS ROCKSTARS of ENTREPRENEURSHIP and I am going to demonstrate for you examples of different types of Entrepreneurs that I work with and let me see if you can pick out the 'BORN TO BE AN ENTREPRENEUR'!

BORN AN ENTREPRENEUR

Is it in your DNA - it could very well be. My Grandfather came over from Ireland as a young child with his mother and siblings and he had no father to support him and his family as his father had passed away. He had to work from a young age to support his family. He had many successful businesses and indeed failures as all ENTREPRENEURS do around farming/gardening and later on became a self-educated man who retired to write poetry, manage a Tug of War Team and win many gardening competitions. He was in my eyes a 'TRUE ENTREPRENEUR' born out of a need to survive and provide for his family and to prove to himself that he was a success. Though, in my opinion he never achieved the greatness that he should have not because of lack of education but through having weaknesses that blurred his focus for achieving 'greatness' women – drink etc. So, in my eyes I found these to be weaknesses that if he could have controlled he would have achieved more.

My mother followed suit, aged 16 she worked her way up in the Civil Service to a Senior Government Officer in Planning and also had a successful Estate Agency/Property Business and still dabbles to this day, though retired and a survivor of Cancer she still buys/sells in Antiques and Couture /Designer Clothes. So this inherited 'ENTREPRENEUR MIND SET' is still there.

Third generation along then I followed in their footsteps and had an urge at a young age to earn my own money and be independent. From starting school I used to do my Grandmother's shopping in the morning before school and after school for a sum of money and then once at Secondary School started an assortment of businesses and had a part-time job at Tesco Home and Ware. I attended a school that was a Church School that had, and still has, a waiting list to attend with many of the students who attended coming from local affluent families, so in the event of my Father dying and my mother having to bring up three children on her own, I knew that I could not have the things that other children had - unless I paid for them myself.

At School I was the Hairdresser, whilst piecing ears to re-sourcing clothes from jumble sales and my old clothes and some new that were hand downs from an Aunt in London, who was a Socialite, to sell on - a business which is current today and on trend.

I then realised that the age of DISCO was upon us and realised that in local towns we did not have the venues, so with a boyfriend who was a DJ and still DJ's today and with my Grandfather's pub running the bar - all I had to do was pay for the VILLAGE HALL - cheap as chips. I used to put these discos on around local Villages and and make a considerable profit . I then used this love of music and dance to enter Disco Dance competitions for money and win sometimes and even today have a ZUMBA ACADEMY which earns money and I still teach – why? Because as long as something is a passion – I would do it for nothing, but to make money out of something that you love to do – there you are – double result!

TURNING FAILURES INTO SUCCESSES

I have worked in all Sectors and achieved great promotion and success from being Head of Operations for the Caribbean for the largest Travel Company in the USA and living in Jamaica before I was 25, but always returned to using my ENTREPRENEURIAL SKILLS and MINDSET to start and grow businesses.

During the 90's in the UK started a Training and Development Company and a Social Introduction Company to have a profit of £3.4m within 5 years.

Once again, I have a Social Enterprise Organisation delivering Training Programs www.ccoworkic.com and a Limited Liability Company www.workbizacademy.co.uk delivering support for Business Start Ups and Business Development and Professional/Personal Development for people and organisations. In 2014, I decided to close the Social Enterprise CCOWORK as it was not making any profit and running at a loss – though contrary to what you hear Social Enterprises are supposed to make a profit it is how the profit is invested that counts and I have reinvested in many Social Purposes – in 2013 into CLAIRE HOUSE CHILDREN'S HOSPICE, but time is ready to say goodbye, no good being sentimental especially when it costs you money to run. One of the mistakes I made here, so please take note, is that when I looked at the concept for this business in 2009 I looked at a similar model in London and assumed that it would work in the NW UK but failed to do my RESEARCH and this has been a failure – costing me money and not my reputation or my dignity but pinching myself for I should have known better! But, my vanity got in the way – or ego and thus I paid the price. So draw a line under this and move onto the next Project www.gateway2enterprise.com this will be a success – 3 years of research and testing the market. A digital gateway for Businesses to search and source funding, services etc for memberships.

I have had many failures, but as a TRUE ENTREPRENEUR I am resilient and will always bounce back. Also the ZUMBA ACADEMY has been a failure, as it failed to produce profits but did manage to pay staff a salary and bring a lot of 'HAPPINESS' to all including me!

No doubt I will go on to have other successes and failures but am looking forward to the journey and the excitement and it makes me a 'HAPPY ENTREPRENEUR!'

UNIT 2

CAN YOU BECOME AN ENTREPRENEUR - ACQUIRE THAT ENTREPRENERIAL MIND SET?

From delivering many Programs in the above around BUSINESS START UPS and mentored over 400 people in this arena over the last five years the answer is YES! You can acquire the 'TOOL SET' to become part of the 'HEMS' Let us see how...

I feel that I can now see the evidence from combining WORKSHOPS - EVENTS –MASTER CLASSES and the most important component **MENTORING** - that you can acquire an ENTREPRENERIAL MIND SET.

The entrepreneurial [mindset definition](#) is one of which never ever gives up, and is not all about winning, in fact your biggest secret source is persistence, although winning plays a big part in our success, it is a smaller than you think, there is more....

The [money now](#) mindset definition, everyone wants the overnight success but in truth it doesn't often happen, but what we must remember that among our success comes the losing part, our mindset definition when we lose we question our ability (why I am losing so much) but you're not losing, you are gaining new knowledge you didn't have before, but we think of it as losing, listen it is just not possible to bypass the losing part, it's just part of the process that makes us.

What really is the true [mindset definition](#) of winning? For example, winning can be as simple as when you totally commit yourself to a task, and whatever happens you succeed, if this means a massive learning process in the middle, then that is exactly what you do, no matter what, learn [apply](#) and grow. I'm also not saying that being a winner means you have to come first, like in a race, no winning in your business can mean simply finishing in your own time, so that in the end you reached your personal target, and that is it, the key is your persistence, it will lead you to do whatever it takes to do it.

All You Need Is Time And A Sense Of Wonder!

MAJOR TOOL NEEDED AND GET YOURSELF A GREAT MENTOR!

UNIT 3

TESTIMONIALS

“Karen’s support and practical advice during mentoring sessions has been priceless when starting up. She is always on call to answer questions, bounce ideas off and to give you her honest opinion. Karen has been a fab support system from the start. Thank you!” **Jemma Gilmartin Managing Director 07907 417847**

Type: jemma@livingworldevents.co.uk

Tweet: @LivingWorld10

Take a look: www.livingworldevents.co.uk

"We have recently needed help in securing extra funding to help grow our business. When we needed help and advice on securing extra funding, Karen suggested several different avenues we could approach and it is clear that she has a fantastic knowledge of this area. She constantly keeps us up to date with any developments or new ways of funding our growth."

"Karen has been easily contactable via phone and email throughout our mentoring relationship, which has fitted in brilliantly with our needs and busy schedule. She has always been approachable, reliable, and supportive. It is clear that she is very hard working and she always makes time for us, when we need her help." **Simon Robinson Founder and Director of Gigs and Festivals Ltd**

"Imagine you had one phone one call or meeting to make about advice for your business, the 'dragons' are in my phone book, Karen is on speed dial". **Nathan Pearson Oil Monster**

Gould equals gold line :)? Which by the way I truly stand by! Klinked Liverpool – Everything Ms Gould touches turns to GOLD!

Providing added value in business development

Providing the support and knowledge in making it happen

Supporting innovation and creativity for the youth of tomorrow

Providing experienced guidance in a fast growth environment

Kind regards

Rob

Rob Marshall | Managing Director | Marsons Recruitment Limited

T: 0845 6890 086 | M: 0758 1174 752 | E: r.marshall@marsonsrecruitment.co.uk

"Karen shows an inherent passion for growth and success to all of her mentees often going far beyond what is normally expected of a mentor."

**Jonathan Wright (Jon)
Director | WrightWay Digital Ltd**

UNIT 4

ENTREPRENEUR MIND SET - EXAMPLES

Marc Benioff - CEO SALESFORCE

I have chosen this as an example because even though he has and applies his ENTREPRENERIAL MINDSET to his work, the thread here is to be FOCUSSED in work and play and you will be happy!

Marc Benioff, the CEO of Salesforce, said that he [owed](#) a lot of his success in life to Tony Robbins and had worked with him for over 20 years. I am not a Tony Robbins zealot but I have listened to some of his stuff before. Some of the messages/material in the conference rang true.

So I thought I'd share my perspective. It was particularly interesting to think about how his message applies to the life of an entrepreneur. The entrepreneurial mindset is one of striving for success while at the same time trying to manage some balance in all aspects of life. I [found](#) some of the thoughts below particularly applicable to making decisions to achieve the growth you want in one's professional as well as personal life. As a note, he typically does 50 hour sessions so he admitted getting some key messages into four hours is a bit challenging. I'll paraphrase my takeaways as effectively as I can:

- * Happiness equals meeting life expectations
- * Life expectations are defined by your personal life (happiness) blueprint
- * As long as progress/learning is being made toward your life blueprint, you get growth. Growth is what delivers long lasting happiness not the achievement of an objective
- * If you are unhappy or unsatisfied with your life, you have 3 choices:
 1. Blame others/resources/what you don't have - negative
 2. Change your life conditions - positive
 3. Change your blueprint - harder to do but possible and necessary sometimes
- * People consider suicide when they believe they will never achieve their life blueprint because they believe living is worse than dying. The key is to change that perception which requires changing the blueprint and changing the perception that living is worse than dying
- * In order to change your life conditions (positive), 3 decisions you must make:
 1. What will you focus on?
 2. What does it mean to you?
 3. What should you go do now?
- * Not meeting your blueprint or not having life success is actually a good thing for it builds "Hunger to Change" your life conditions and creates desire
- * Most people know what they need to change so it isn't the decision that takes time. It is the time they take to actually make the decision.

* Crisis creates wisdom and hunger to do what you need to do faster. If you want to get to the island faster, burn the boats so you have no [choice](#) but to swim there

* Once you've decided to change your life conditions, there is a methodology you can employ that you control:

1.) Develop your strategy (What do you need to do?)

2.) Write your story and share as appropriate (Why you are doing what you are doing?)

3.) Change your state (action/behavior): Your body is a gift and it must be in vibration (this is deeper to explain but we control our energy and the emotional energy we give other human beings (think dancing, singing, laughing like a baby, feeling alive, change your purpose of interaction to all you love/care about). It is impossible to feel negative when you are in a positive emotional state.

* You need to have a focus

* Certainty of Life Breeds Happiness. The person who is more certain in an encounter will always influence the other one.

* The only thing we can really control in life is what we focus on. If we bring a new physical state to our being we affect the human condition and those all around us. We vibrate. Our emotional energy is a gift that we share. We can either meekly/negatively interact with the world or with purpose/positively. This physical change of state affects our mental state and makes focus/feeling more symbiotic with the world. It inspires growth and imprints positive thinking.

* In order to have a great relationship with another human being, they must know your blueprint and you must know theirs.

* If you are not making progress, change the question in your head. Can you ask yourself a better question?

* You should treat your partner the same at the beginning of a relationship as you do at the end of one. If you do that at the end of the relationship, the relationship will never end.

* You can decide to focus on what you do have vs what you don't have. When you focus on what you do have, you will feel appreciation and the world will appreciate you.

* We are so ashamed to feel proud in our society and if we do not allow our self to feel pride, then we have lost the ability to be proud of ourselves. There is nothing wrong with sharing real ego and real pride vs false ego. Practice focusing on what you are proud of and you will rediscover how to feel proud of yourself.

* Singing, Dancing, Screaming, Jumping - they all immediately change your state so do it frequently and do it together. Use this state when you are imprinting new focus and feeling in your body memory and when you are working on changing your life conditions.

* If you don't know what to focus on to improve your life conditions start by thinking of one thing that makes you happy and think about why? do the opposite and think about one thing that doesn't make you happy and think about why?.....based on that..... what will you decide to focus on, what will you do, and when?

Food for thought for all entrepreneurs, as we grapple with the necessity to change effectively in order to deal with life's condition. Balancing professional pursuits with a purposeful meaningful personal life requires investment and we control the change we want to be.

As a side note, Marc Benioff mentioned that he manages Salesforce with the Tony Robbins leadership program.

Tony Robbins is another TRUE ENTREPRENEUR and feels again that being focused is a key factor and also PASSION! Which I feel drives us all!

Now let us move on to TONY ROBBINS who I am yet to meet but his GOAL SETTING keeps me focused and I set like he suggests: I do this end of December for a new year and in 2013 I achieved 9/10 GOALS the only one I did not achieve was to move house again – a natural gypsy at heart a true wonderer – explorer and adventurer – are these also traits among keeping us 'ENTREPRENEURS HAPPY?'

For 2014 I set myself:

Short term goals – drop a dress size – obtain a healthy fitness level and launch my new company www.gateway2enterprises.com take up my dancing again. Forgive my family

Medium term goals – enjoy 3 short breaks and 3 holidays with family and friends – secure three new contracts – new home – sort out my Pension and savings and study to become FSA accredited

Long term goals – two new books – one fiction and one non-fiction – treble my profit – join a drama group – seek TV work and Guest Speaking UK and International work

WHAT ARE YOURS? Jot them down now! Psst I have already achieved two and it is only Feb 2014! Because I have a 'HAPPY ENTREPRENEUR MIND SET'