

Forces of a Successful Entrepreneur

Is it Passion or Vision?

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Vision is generally considered as the first step towards the building of any entrepreneur. An entrepreneurs' understanding towards one's own vision is the most important aspect towards his/her success.

If vision needs to be successful it should be understood in terms of passion or burning desire to achieve something or a strong love towards something.

An entrepreneur should be very clear about what he/she is passionate about and what drives him/her in life.

The key here is to understand that "Passion drives Vision" because vision becomes baseless without passion/love/burning desire.

Confusion in the minds of entrepreneurs

Entrepreneurs sometimes come across a situation where it is hard for them to understand if the path they are following is really their passion or not. In layman's language, it is confusion in their mind, if this is what they love or not, is this they want to do or not. Clarity on this aspect should be of fundamental importance to any entrepreneur, because if they are going on a path which they really don't love, it shall end up in a disaster, as continuing on a path without passion cannot be sustainable over a long run.

"Come out of yourself" is a technique through which an entrepreneur could understand if he/she is on the path which he/she really loves

or not. Here entrepreneurs' should analyze themselves from a third person's point of view. They should completely come out of their self to realize if they are really doing what they are passionate about or not.

Eg - If "A" is the name of a person, and if he wants to pursue something as an entrepreneur, then he should not think from A's point of view, instead what he should do is, he should consider "A" as another person and try to analyze why "A" has chosen this path.

Questions which "A" should ask himself in this technique –

Is "A" doing this because someone else is doing this or because he truly loves it?

Is "A" doing this because of other influences or because he truly loves it?

Is "A" doing this because he is getting carried away by other external factors or because it is his inner self which is driving him towards this?

This technique will help "A" to be unbiased and make conclusions independent of influences from other factors, to see if he is really doing what he is passionate about or not. Passion is something which you continuously think, dream and sleep on.

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People wanting to be entrepreneurs should ensure proper directions

Be Clear on Your Passion and Goal – People wanting to be entrepreneurs should first make sure that they are clear on their passions and goals; only if this happens can they ensure proper directions to be given from others.

Example - If “A” is clear that he wants to go to Mysore, he can get accurate and precise directions from people to go to Mysore, but if “A” is himself not clear as to where he wants to go and asks directions to others, others could give him directions in terms of what they like or what they feel is right for “A”, but it cannot ensure that “A” might be happy once he reaches the place.

Choose the right people to discuss your passion – People wanting to be entrepreneurs should be careful while looking for suggestions or directions, entrepreneurs should ensure they are discussing with people of positive attitude especially with an open mind.

Faith the force behind convincing skills

People wanting to be entrepreneurs are initially in a position where they have to convince lot of people and have to bring them into confidence, in what they believe in or what they want to do. Initially it is a difficult task, as whatever the entrepreneur wants to do is still unseen by the other parties who have to be convinced. Convincing here becomes easy provided that the entrepreneur has enormous faith in what he/she wants to do and also faith in self.

(Example - Mahatma Gandhi had tremendous faith in non-violence and convinced people to believe in his ideology).

Knowledge

Entrepreneur’s knowledge here does not only mean knowledge about management principles and scientific management.

Real knowledge is when an entrepreneur has the ability and power to discriminate between what is right and what is wrong in taking

decisions. Some of the factors to be considered while taking decisions should be on ethics, courage, honesty, love and other values of life.

Entrepreneurs should have thorough knowledge about themselves and should do lot of introspection.

(Example - An entrepreneur should ask himself/herself whether or not his/her decision violates values of ethics, honesty, love, courage).

Golden Rule of Compromise

Compromise is a part of life, but entrepreneurs must follow the golden rule while compromising. The Golden Rule says “Always compromise for your objectives but never on your objectives”.

Watch for temptations

There are times when life will test an entrepreneur with temptations, entrepreneur needs to be aware of it and take appropriate decisions, especially when temptations come disguised as opportunities. It is more important for an entrepreneur to resist temptations when situations are not favourable, because there might be a tendency to fall for temptations in difficult times of life.

Courage

Entrepreneurs should have the ability to take risk; they should realize that their passion cannot survive without courage. Life is not always easy for entrepreneurs, be it at the beginning of their journey or any stage of their journey, they might have to face lot of hurdles. It is courage which helps them to pass through these tests.

Quotes on Courage

Courage is not the absence of fear, but rather the judgement that something else is more important than fear. – Ambrose Redmoon

Courage is the magic that turns dreams into reality. – Tales of Symphonia

Dawn of the New World Success is not final, failure is not fatal: it is the courage to continue that counts. – Winston Churchill. So many times, it happens too fast

You change your passion for glory

Don't lose your grip on the dreams of the past

You must fight just to keep them alive –
Eye of the Tiger (Survivor - Rocky).

Two Important Factors related to Interdependence

1. Only one captain for a ship

Entrepreneurs must realize that their success in a society cannot come without interdependence, but in the process of satisfying areas of interdependence and wanting to apply a democratic approach to attain the same, they should not underestimate the concept of “only one captain for a ship”, this concept is important because if there are too many captains for a ship then the ship may not move in the right direction; so will be the case with the journey of entrepreneurs, wanting to live up to this concept might give a feeling to the other parties involved with the entrepreneur that he/she is not democratic in approach, the entrepreneur should be in a position to clarify this to others, that his/her intention is not to demean democracy but rather to uphold one of the basic principles of management without which the ship/journey of entrepreneur cannot move in the right direction.

2. People Management

Entrepreneur should know the importance of interdependence, interdependence here means dealing with different kinds of people in their journey. Entrepreneur should know how to deal with people, especially in matters of emotions, egos, etc. “People management skills” is one of the most important skills which an entrepreneur should possess to be successful.

3. Enablers

One of the most important things for an entrepreneur is to maintain a balance between Passions and Enablers.

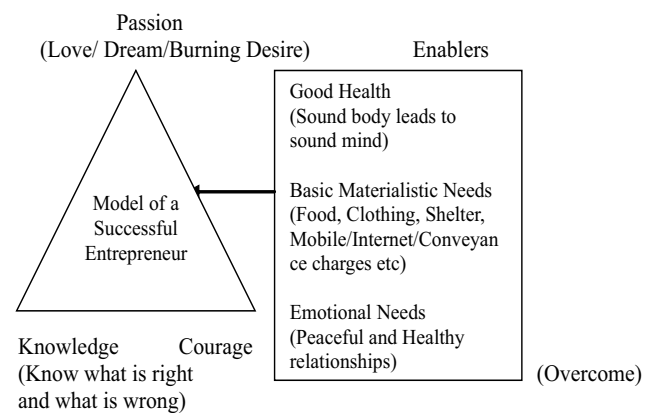
Enablers are those things without which it becomes difficult or sometimes impossible for an entrepreneur to succeed in his/her journey.

Good Health – Entrepreneurs should make sure that they take care of their health. The basic

of health lies in maintaining a good diet and physical exercise. Entrepreneur should realize that only a sound body can lead to a sound mind and vice versa.

Basic Materialistic needs – To succeed in their passions, entrepreneurs should create or be in a situation where they are comfortable with their basic needs like food, clothing, shelter, but today the list of basic needs have gone beyond this and includes things like mobile charges, internet charges, conveyance charges etc. Entrepreneurs should make sure that these basic needs which act as enablers towards their passion has to be met.

Emotional Needs – Entrepreneurs live in a society and have to succeed in it. It is important for them to maintain loving and peaceful relationships with others. Healthy relationships will lead to a happy, peaceful and sound mind and in turn will help the entrepreneurs to ride high on their passions.



Model of a successful entrepreneur

The above diagram explains the points to be a successful entrepreneur. Entrepreneurs’ Passions have to be supported with knowledge and courage. Entrepreneur should make sure that enablers are also met.

References

1. Quotes on “Courage” taken from Ambrose Redmoon, Tales of Symphonia.
2. Dawn of the New World, Winston Churchill.
3. Song - Eye of the Tiger (Survivor - Rocky).