

## DEVELOP THE RIGHT ATTITUDE

THE RIGHT ATTITUDE AND BALANCE BETWEEN SELF-BELIEF AND CAUTION ARE VITAL TOOLS FOR ENTREPRENEURS. TO ACHIEVE THAT BALANCE:

- Believe you can achieve your goals UK or globally. Great entrepreneurs change people's
- Don't race forward with blind arrogance; be prepared by minimizing the risks involved to maximize confidence.
- Listen to your instincts. They can protect you from making poor decisions.

The bottom line? If you don't have confidence and belief in your business idea, why should anyone else? As an entrepreneur, your greatest ally is yourself.

Not all entrepreneurs have self-confidence from the outset. By gaining experience, polishing their skills in weaker areas and working for others in a variety of roles, they elevate their confidence. Indeed, knowing that you have the ability to take on any task and do a damn good job is a great confidence booster, just as success is itself.

Confidence helps entrepreneurs to get on with it, rather than moping about rejection or a temporary set-back; it helps them stay focused. And having **FOCUS** is a crucial entrepreneurial tool.

Finally, the most successful, confident and focused entrepreneurs have something else in common: their attitude to failure. This is one incredible way that many entrepreneurs have boosted their self-confidence, by removing the fear of failure or, as I have, by removing the word completely from my vocabulary.

***If you want to be successful, you need the courage to risk failing. Doing nothing means***

## FAILURE? WHAT'S THAT? FAILURE IS FEEDBACK.

I believe, there is no such thing as failure; there is only feedback in business.. Any successful business person who is still successful today will know this to be true. Whatever the outcome of a situation, there will always be a great deal of value within it.

A business that closes will have taught the owner far more about business and what not to do than if they'd never started up. Mistakes and 'failures' are learning experiences.

It is far better to try and get feedback (or 'fail') than not bother trying and always wonder, "what if?" With that realization, you can make BIG things happen and learn an incredible amount on your journey toward success.