

## **The Extreme Entrepreneur - Peter Sage**

Comfort zone - This is a hazard to society, and we must get out of it because it hinders dealing successfully with daily challenges that we meet. (Activity to help unleash thinking - remove the tie and unbutton the top button so that people can be relaxed in the session and think without fetters.)

- Traditional education (which is the root cause) has no place in modern society in preparing people to meet challenges.
- Industrial revolution - education was the privilege of the few.
- Modern society and education for all led to students being submissive and passive. Many think education and working in an office is the key to fulfillment. We are trained to be a technician, but we must become entrepreneurs.
- As accountants, we are trained to work on data. To accountants, thinking creatively effectively means going to jail. There is never enough information and we must move beyond this mindset/crack this shell.
- Many people have highly developed left brains because of formal education. From the beginning, creativity is stifled.

### ***There are three particular keys to unleashing entrepreneurial spirit:***

1. The ability to embrace uncertainty - The illusion of safety keeps us from achieving what we want.
  - a. Place of being tentative - self-worth and net worth are independent of each other but many have these confused as dependent. Successful people understand this and can handle failures. The paradox of history is that those who risk the least end up with the least. People live life dipping a toe, then a bit more, and then a little bit more if successful. Certain professions are inherently risk-averse such as accountants.
  - b. When learning a new skill, people get overwhelmed, which leads to confusion, and stop doing what they planned on doing. Or, when an opportunity comes, the excitement is only until the point of making decisions.
  - c. Fear, anxiety, trepidation, resistance, and fears (and other negative emotions) can stop you from taking the leap. But once you do take the leap, none of those negative emotions matter.
  - d. Playing safe keeps the real you (who you can be) locked inside you.

## 2. Foster creative thinking/financial creativity:

- a. Get creative on how to start businesses (even with financing for starting)
- b. Financial creativity is the first option, not loans or grants. A better strategy is needed, not more money.
  - i. How can I add value: (perceived value – money only has value in the mind of the human)
  - ii. Give something first to get money (people pay for what has a value to them, or what they see as having a value to them) – for example: approach suppliers with exclusive rights to sell at your establishment for guaranteed returns over the year in return for funding you, approach the owner of the land or store you wish to buy, to pay lump sum as instalments with better-than-market interest rates.

## 3. Creative caring

- a. No more B2B or P2P, only human to human (H2H)
- b. If your client feels a certain way about you, you will never go out of business.
- c. Interactions may not result in a return to the company from the person intended, but it will come back in some way. This is not accountable, but it should be done.
- d. Show caring to potential customers, and they will come to you or stay with you for a long time. (E.g.: Sending cough sweets to a potential customer because she was coughing while on the call)

\* This can be done even in personal relationships: let go of your fear (of losing out, of what others think of you), and be what you want to be.