

Get inspired... by yourself

A lot has been written about the notion that entrepreneurship cannot be taught – some say success in business and life is to do with personality and psyche, rather than business school savvy. True, there are common characteristics among the elite entrepreneurs, but there are also many variables that go toward making a business actually work; from personalities and people to the viability of an idea, state of the market and, often, circumstances outside a business owner's control. Certainly there is no entrepreneurial elixir you can swiftly drink to make you automatically successful (except your own home-made passion-fuelled one). But you can prepare yourself to seize opportunities and make it happen for you.

All you can do is make sure you develop the skills and characteristics you need to make the best decisions throughout your life in business. As Dame Roddick says, there are certain skills that are critical in helping entrepreneurs on the road to success:

'Energy has to be the major one. Communication too has to be a major skill, because if you can't communicate you're just not there on any level. Networking too. These are the skills that you need to succeed. Having antennae for what's out there and what's about to come, that's a real skill too, as are design, language, marketing.

To get these skills you just have to ask questions, read books, get information. The last thing you need to do is go to business school. But you must have this energy and drive.'

You may have no experience of management and zero business acumen (neither did I, neither did Dame Roddick), but you may have good instincts, a strong desire to achieve your goals, determination, energy and bounds of enthusiasm. If this sounds like you, then you would make a fantastic entrepreneur.

Harness your raw passion because this is your key strength.

- ◆ Customers buy from people who are passionate about what they are selling or doing.
- ◆ Suppliers choose to supply to people who are passionate about their business.
- ◆ Investors invest in businesses that have passionate people at the helm.

Use it, work it. Let your undiluted, undisputed passion flow and shape your purpose and actions. Use your passion as fuel, as your own energy drink, and guide your passion for growth. Consciously direct it by referring to your 'Inspiration and Ideas' book as you schedule your weekly goals and tasks. And record every milestone, as these can be overlooked when peering out from a paper pile the size of a Peruvian mountain.

STEP 2: PRACTISE SELF-BELIEF

Believe and You Will Achieve

1. Do you believe in yourself?
2. Do you believe in your business idea?