



FELS

The Flourishing Entrepreneurial Lifestyle

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Learn about this formula of success, prosperity, and self-fulfillment from the global winners who practice it best!



FELS

 Ideation and Creation	 Continuous Learning
 Self Discovery & Improvement	 Travel and Exploration
 Using the Right Tools	 Following the Latest Technology
 Healthy Lifestyle Habits	 Strong Spiritual Depth
 Open and Balanced Mindset	 Diverse Hobbies and Activities



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FROM THE POPULAR GLOBAL SOCIAL MEDIA CONTENT MOVEMENT IN 14 LANGUAGES



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Intro to FELS & The Author

Entrepreneurs change the world and create the future. They focus their energies on solving problems, improving things around them and making a positive impact on peoples' lives everywhere.

As a serial founder, mentor, investor, and advisor to many startups around the world, I deal with a large number of entrepreneurs and get a firsthand look at the challenges they face in pursuing their highly ambitious business goals. Through delivering my talks and workshops, and also acting as a conduit between founders and investors via the platform [eleva8or](#) which I had co-founded, I have been keen to observe the specific traits which distinguish the top performers in any type of business endeavor.

Some of those advantageous traits are obviously technical ones which are specific to each industry or field, but what I noticed was the underlying "soft skills" which are common to all – a holistic and comprehensive lifestyle that the person would embody in order to gain such benefits. I call this the Flourishing Entrepreneurial Lifestyle (FELS), basically a simplified formula for success, prosperity and fulfillment.

Here are the top 10 traits in a short summary format from the way I see them, as I have spent many years aspiring to grow in all these areas and help spread awareness of them to other as well (note the list is in random order and doesn't signify relative priority):



Ideation and Creation

A passion for ideation and creation, i.e. coming up with new ideas for addressing market problems and improving quality of life in general, formulating proper solutions and models with a solid foundation of business acumen as well as some common sense and "street smarts."



Self-Discovery & Improvement

A strong drive for self-discovery and improvement, emotional intelligence and strength of character. Also having a good sense for discovering and polishing the talents of others, putting the right talents in the right places to unlock maximum potential.



Continuous Learning

Continuous adding and updating of knowledge through study, reading, curiosity and inquisitive conversation. This goes together with a drive for thought leadership and love for sharing the knowledge with others through teaching or mentorship.





Following Technology Trends

Being on the leading edge of technology – following the latest innovations and scientific developments with a focus on deep fields that stretch the limit of human capability.



Travel & Exploration

A love of travel and exploration, understanding different cultures and motivations, embodying the global citizen and digital nomad lifestyle.



Using the Right Tools

Finding and using the right tools (products, devices, hacks, software, etc.) for the right purpose.



Healthy Lifestyle Habits

Healthy lifestyle habits that support mental clarity and performance such as healthy eating, physical fitness and good sleep.



Strong Spiritual Depth

Strong spiritual depth and practice (per one's own faith) along with a drive for serving one's nation and society.



Open & Balanced Mindset

An open mindset which is attracted to novelty, sound logic, good ethics, balance and elegance; rejecting biases, intolerance and bickering.



Diverse Hobbies & Activities

Having diverse hobbies and activities that challenge the mind to stretch further and reach greater heights, such as learning languages or appreciation of arts and creative pursuits. Finding beauty and fun in everything we do!



This formula can help all of us become better at complex entrepreneurship pursuits, challenging business undertakings or any career aspirations by making us the best versions ourselves mentally and physically. From what I have seen in the people who embody it, this lifestyle can bestow many benefits on its followers starting with substantial income and influential status in society, making lifelong dreams and ambitions come true, and having a fulfilling life full of excitement and adventure! It also aims of course to improve the whole world around us and help make it a better place for everyone.

To help spread awareness about this, I recently started a global content movement to share and publish useful lifestyle insights in a specialized [blog](#) and numerous regionally-targeted social media channels, currently posting in 14 languages (a collection of these posts is available at the back of this book). I have also dedicated my personal [website](#) to this cause, using examples from my own life and ongoing journey to demonstrate these pillars in action.



I write this eBook as a simplified and practical guide on how to embrace these principles and in the best possible way. The book is divided into three main sections; the first section is the introduction part and a brief about myself, and what inspired me to conceptualize FELS and also write about it.

In the second section, I take a deep dive in each of the FELS lifestyles, explaining what they're about and highlight real life examples of their application. I dissect each of the pillars and offer practical examples on how to apply them.

In the third section, I reached out to over thirty renowned entrepreneurs of our time asking them to highlight with personal examples which of the FELS pillars resonates with their life and journey in business.

Lastly, I have shared sample blogs from our global social media networks highlighting each of the FELS pillars. Lastly and certainly not the least.



As you begin to put these principles into practice it may be easier to focus on each pillar at a time, then you'll find that they perfectly integrate into each other and build on one another to form a complete system which become natural and habitual for you.

Through this book, I hope that you will work towards incorporating every aspect of FELS into your daily routine. FELS is about drawing meaning from multiple aspects of your life, making you a better person mentally and physically, and ultimately, a better entrepreneur and leader of the future!



About Me:

You'll see various snippets about my life and background in the next chapters, but here's a more concise and "formal" version:

- **Education:** Industrial Engineering, MBA with a focus on strategic management, and currently pursuing an Innovation & Entrepreneurship Certificate with Stanford University.
- **Corporate work:** held various senior HR and strategic roles with such notable organizations as Unilever, the International Monetary Fund, and Emirates Airline.
- **Entrepreneurship journey:** serial entrepreneur and investor, with a diversified portfolio of technology startups including innovative web platforms and mobile apps (most recently elevabor.com).
- **Speaking & Mentoring:** numerous engagements as a mentor, speaker, judge, consultant, panelist, lecturer and coach. Advised hundreds of tech startups and investors, incubators/accelerators, sandboxes and other ecosystem entities.
- **General life:** having mixed origins, I've visited 86 countries to date and lived in several of them including the U.S., UAE, Saudi Arabia, and some parts of Europe & Asia. My interests include photography & videography, health & nutrition, science & technology, movies & music and constantly learning new things!

Instead of the typical serious-looking formal picture, here's a small collection of scenes of me in action doing the things I enjoy!





Pillar 1: Ideation & Creation

What It's All About

It's basically a knack for coming up with new ideas for addressing market/life problems. The main aim is towards identifying potential needs and formulating proper solutions and models for them, with the goal of generating value and also improving the world around us. This is aided by a solid foundation of business acumen, some common sense and "street smarts."

You probably hear about famous startups that have come up with great ideas and executed them, like some of these:



- **Airbnb** – the founders created an alternative to hotel accommodation for visitors by simply putting air mattresses in a spare room, offering a homemade morning meal and calling it "air bed & breakfast".



- **M-Pesa** – the founder found an easy and safe way to make mobile money transfers happen in Kenya, where roads and banking systems are lacking.



- **Uber** – one day the founder was waiting for a taxi too long, and thought to create a platform for ordering them easily at any place and time.

Of course, Ideas are not limited to the business or technology domains like these examples, but can be in any aspect of life for something is in need of improvement or disruption.

Ideation and creation flow into each other. First, there has to be an idea from which you create a solution. In developing the solution, think of something with the foundation of a business model.

If you're hoping to be the brains behind the next big idea, this is a lifestyle you should embrace! Take time for some creative brainstorming, and find a group of friends or colleagues who can validate your ideas.

So, think along these lines –

- What businesses do you admire? If given a chance to run a business you admire, what would you do differently?
- What are the main challenges you, your friends, or community are facing? What product or service do you think could address such a challenge?



Looking at businesses, understanding who their target market is, and who they ignore is another way. Business ignore potential consumers in one of two ways-

- By not considering a particular demographic who need their services as not a potential target or
- Offering services or products at prices beyond the reach of a particular group of people

So, if you're a business owner, thinking in this manner would also be the way you eventually disrupt yourselves as opposed to being rendered redundant by youngsters who can think outside the box! A good business stands the test of time

Once you find a viable one (or two) can use the time to research the related market and analyze what existing players and competitors are doing. You could even go as far as writing a brief business plan, running some initial customer preference surveys, and maybe even putting together some intro slides for potential partners or investors.

And you should grasp that to be successful in living such a lifestyle, you must let go of the fear of failure. Fear stifles creativity, and you will not be able to ideate or create. You must be bold and daring, believing that even your crazy ideas are worth pursuing.

Benefits of this pillar

The benefits of embracing ideation and creation lifestyle will abound, not only to you but also to your community. They may include



Ideas are the mainstay of progress – When you push yourself to develop new ideas, focus on creating new solutions which can help in launching a new venture and propelling you into the realm of great innovators.



Seize Opportunities – You spot an opportunity and transform an idea into something that benefits society.



Multiple streams of income – if you take time to think through and develop your ideas into a business, you will eventually find yourself with numerous streams of income. Who wouldn't want that? It is every entrepreneur's dream to make money from their dreams! So, keep at it!

As a serial entrepreneur myself, I've been involved in lots of ideation activities and many of the idea saw the light as real products (mostly in the tech space like apps and web platforms). Not all have succeeded of course, but rapid failure and iteration are always an integral part of the creation process.

I am currently taking a course on how to find new inspiration, as part of the [certificate](#) program I'm pursuing with Stanford. It really emphasizes the notion that we need to think radically generate a large number of ideas in order to end up with a few workable ones. This is perhaps the process that most good entrepreneurs use whether they actually pause to realize it or not!

If you feel stuck in your creative ideation process, here's a [FELS article](#) that can help you get "unstuck" and rekindle your inner creative streak to get those great ideas flowing again.





Pillar 2: Self-Discovery & Improvement

What It's All About

Having a penchant for exploring and discovering yourself introspectively, identifying strengths and areas for improvement in areas such as talent, resilience, emotional intelligence, and strength of character. Also, having a good sense of discovering and polishing others' talents, putting the right talents in the right places to unlock their maximum potential.



Photo created by creativeart from www.freepik.com

One of the easiest ways to know more about yourself is by asking others, or some taking online psychometric and emotional assessments. These tests can be fun, and helpful! If done in the right way, they can help you get a good sense of your latent skills and preference that may be difficult to see otherwise.

Self-discovery means you find out what moves you! From here you can figure out what type of ventures you're likely to stick to for a long time, and become likely to succeed in because you do it with passion and don't feel like you're working.

An extra gift to have is recognizing others' skills and talents and helping to polish them, identify and pick them out, and put in the right places to unlock their potential. If you are in a position such as the CEO of a startup or a company to hire and train people, this skill is essential. In such a role you're essentially a connoisseur of talent, able to paint a tapestry with the talents you have and unlock the inner magic they all have.



How It Looks Like in Everyday Life

- You know your preferences and can articulate them confidently - Self-awareness yields self-acceptance. Once you understand and accept who you are, you become more comfortable and unapologetic about your choices.
- You take time for self-care and recharge - In that, you know your limits in terms of the extent to which you can exert yourself, and you also know what activities to engage in that bring you calm or rest.
- Strive for personal growth and constant self-improvement - A self-aware person is always keen on exposing themselves to the knowledge and ideas that will transform him/her to be a more effective person and leader.

Benefits of Self-Discovery & Improvement

Take assessments to discover how to capitalize on your strengths and address your weaknesses. A self-aware person who invests in improving themselves typically has no limits to what they can achieve. They can enjoy some of the following benefits:



Ability to flow in your zone. Self-awareness means that you will be able to invest your time and effort in activities that suit your personality. Then you can simply enter the state of “flow” where work happens naturally as a passion.



Becoming a connoisseur of talent. Surprisingly, self-awareness also enables you to be able to glean into the talents and attributes of others. As a founder, you will be required to hire people to complement your skills and talents. Your company is more of a tapestry of all the talent available in your team. A self-aware founder can select invaluable talent and place them in positions that unlock their potential.





Ability to forge and maintain meaningful personal and work relationships: Only a self-aware person can generate meaningful connections. Such a person can give as much as he/she takes, and become capable of comprehending the myriad consequences of their actions and words. Your ability to address tensions between yourself and others, and even mediate between other people is an added benefit of self-awareness.



Being happier. Too many stories abound about the lonely, constantly worried, and depressed entrepreneur. While entrepreneurship can be stressful, no one is required to internalize the stressful aspects of the journey. With a strong sense of self, you can waddle through it all – bad days and good ones – pursuing your ultimate dream. Look at [Oprah](#) for instance, she has gone through highs and lows, achieved much, and failed publicly. Although she openly talks about her failures, she doesn't allow them to define who she knows herself to be.



Having a hunger for success. The self-aware person has a desire for success and feels that they deserve it! After taking a deep dive into your emotions, and taking charge of how you respond to your environment, you become more energetic, eager and passionate about transforming many aspects of your life and community to correspond to your truth.





Pillar 3: Continuous Learning

What It's All About

It's about the continuous seeking and acquisition of knowledge through study, reading, curiosity, and inquisitive conversation. This goes together with a drive for thought leadership and a love for sharing the knowledge with others through teaching or mentorship.



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Example of Individuals Who Embody This Principle



Image source: @BrianGrazer
Twitter Handle

Brain Grazer

Some of you may have read the famous book about curiosity by Brian Grazer. The book is about how he rose to become a successful Hollywood producer by having [curious](#) discussions. He meets people in prominent positions and learns from them. Try to become a thought leader at something you do well and share your knowledge along your journey.



Image source: trevornoah.com

Trevor Noah

In an interview named [Trevor Noah by the book](#), Trevor shares his love for books. He states that he loves to read to understand society's problems, and because the show Daily Show requires him to be well-read. Trevor is a comedian and a very eloquent speaker. His understanding and explanation of issues can be credited to the time he spends on books!



Image source: Robin Li -
Wikipedia

Robin Li

The richest man in China embodies the rags to riches story. He attributes his great success to loving books and studying, primarily, in the academic years of his life.



Benefits of Learning Continuously



Knowledge is important! Continuous learning underpins all the other lifestyle points. Think about it, without taking the time to learn, and there is nothing meaningful you can do or achieve? In this day and age, knowledge and skills are super accessible and affordable. With platforms such as [Udemy](#), [Coursera](#), and [online learning platforms](#) set up by premiere universities, there is so much you can learn!



You become a thought leader - Being a thought leader means that you can build a brand as an authority in a particular field. The ripple of the effects of such an image will be that people will trust your business as an extension of your personality. Trust will result in increased sales, which grows your company and your profits. In addition to the advantages you get for your business, as an individual, you get a great sense of satisfaction knowing that people rely on you to understand our time's complicated issues.

The famous fictional character Sherlock Holmes once explained the components of his incredible reasoning powers as follows: keen observation, sound logical deduction, and a wide base of precise general knowledge. It's that last part which is critical to turning market observations into thoughtful deductive and solutions!

As I apply this to my own life, I try to broaden my knowledge base as much as possible, and from a variety of sources. I try to read around 15-20 informative books per year, some of which you can find my selected reading list. You'll see that are in many different fields which may seem unrelated to my work such as biohacking, astrophysics, advanced psychology and the like but I find all of them useful as it all comes together to help make sense of the world.

I also watch lots of TED talks and documentaries/series which are readily available on platforms such as Netflix and YouTube. Besides all that, I don't miss a good chance to learn directly from people through inquisitive conversation.

I'm equally quite keen on imparting the knowledge I gain whether through [my blogs](#) and writings, open [talks and workshops](#), or directly mentoring and coaching entrepreneurs. I find this very satisfying and a great opportunity to expand and refine the knowledge through feedback and interactions with others.





Pillar 4: Travel & Exploration

What It's All About

A love for travel and adventure, understanding different cultures, geography, topographies, and motivations, embodying the global citizen and digital nomad lifestyle.

I have been to 85 countries, and I still feel like I have a long way to go.

Travel is useful for helping you expand your cultural horizon. It enables you to understand the different motivations people have in other parts of the world.

Not everyone is built the same in how observe things and solve problems.



Travel is also as good as medicine for the soul! It is a good remedy for stress, anxiety, and depression, improving mental and physical health.

As an entrepreneur, you can get inspiration from seeing how other people and cultures have solved their problems and done things in life. Cultural and racial appreciation is essential for entrepreneurs because we serve everyone, we serve humanity, and we need to understand society.

In this age, there is an opportunity to embrace a form of the digital nomad lifestyle. This is a big part of my own life as I manage a [travel blog](#) and also produced a dedicated [eBook](#) on the mindset benefits of travel. Take a look and see how explorative travel could add value and inspiration to your life!



Examples of Successful Entrepreneurs Who Value Travel



Image source: Logan Green (@logangreen) Twitter

Logan Green, the co-founder of Lyft, is one person who combines entrepreneurship with his zeal for transport. Logan loves to travel for inspiration but also practical reasons. It is in traveling that he discovers ways to improve his company and solve consumer problems. He is continuously amending his business model based on his experiences on the road.

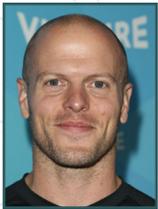


Image source: tim.blog

Tim Ferriss, entrepreneur and businessman extraordinaire who lives in San Francisco is known to travel extensively. Could his travel habits be why he saw the opportunity and be an early-stage start-up advisor and investor of Uber, Facebook, StumbleUpon, Evernote, among others? Also perhaps his delving into foreign languages (including Chinese) helps with his global business dealings and spotting of hidden gems!

Importance and benefits of travel



Expand your cultural horizon – Different people have unique characteristics due to their language, history, geography, and values. Learning about different cultures enriches your mind and soul. Entrepreneurs serve humanity; therefore, you should take time and travel to understand the people you intend to serve.



Inspiring – The magic of travel is in the fact that it brings you to new scenes and experiences. Novelty stimulates the mind to think up new ideas and new perspectives. After a trip, you come back to your business and you may find that it's easier to think up fresh ideas that disrupt existing ones.



Enhances communication skills – Traveling to different parts of the world, dealing with new cultures and people will cause you to expand your scope of communication, whether in verbal or body language. You'll be required to think of alternative/creative ways of communicating away from your norm!



Build patience – Being outside your comfort zone helps build your character and tolerance. It may even push you to acquire new skills to navigate and successfully interact with the variables in your new environment.



Open-mindedness – Travel will compel you to shed limiting assumptions about people of other cultures or races, helping to dispel any inherent biases or stereotypes.

Having a digital nomad lifestyle is rapidly becoming a global trend. People can work from anywhere in the world and get their work done while becoming a global citizen. Travel has become easy and organized with the advancement of technology, and countries have become much safer and easier to navigate.





Pillar 5: Using the Right Tools

What It's All About

Finding and using the right tools (products, devices, hacks, software, etc.) for the right purpose. Discovering hacks or shortcuts to get things done in the shortest amount of time.



Image by creativeart from www.freepik.com

Starting a business is a daunting task. Given the diverse skills and experiences required to create and sustain a successful new business, many fail. However, certain tools, especially information technology tools, are essential to create a sustainable edge. The benefits can come in the form of saved time, lower cost, and smoother operations overall.

You're expected to stay ahead of your schedule and respond to emails, manage teams, make sure your website is functioning, organize projects and keep in touch with your network. Luckily, there are a lot of resources to help you simplify all of that. The trick here is to only select those which will add value to your business and not just buying all the available things.

Besides tools, there are also useful "hacks" and tricks which you can learn and adapt to get around some obstacles or create shortcuts in your work routine.



Examples of Tools Entrepreneurs Need

i. Marketing tools

Since the average person spends approximately 5 hours a day on their phone, you may need to invest in your business's mobile marketing tools. Some of the tools you need for mobile marketing are push notification tools, SMS, or in-app messages. Marketing tools also help you gather valuable data on your client behavior and give you insights to amend your strategies to suit client interests and behaviors.

Other useful marketing resources include email and social media marketing toolkits which you can find abundantly online.

ii. Content Management System

A content management system provides an essential opportunity for you to manage your web presence in your own way, without the repeated need for external developers. Research shows that 97% of consumers visit a company website page before visiting a store/company's physical presence, and most of them go by the look of the website to judge the overall quality and professionalism of the business. My own websites are mostly based on WordPress, and there are other similar platforms to choose from of course.

iii. Google Analytics

The challenges we have faced in this year 2020, as a human race, have really shown the importance of tech tools a leap forward. Now, more than ever, entrepreneurs need to understand how visitors are using their websites and apps. Google Analytics helps you draw insights on which pages are useful for your site visitors, which ones aren't, how many of your visitors buy your products or service, and how many. I use this currently for all my sites.

iv. Working with Certified Professional Employment Organizations

Many small and medium enterprises are embracing an emerging trend, is partnering with Professional Employment Organizations (PEOs/CPEOs). Such partnerships allow your business to tap into industry experts and talent that you would otherwise not afford. PEOs also help your business comply with your local tax requirement and offer employees competitive employee incentives and benefits.

v. Freelancer Search and Hire Platforms

Another essential critical tool you can use in your business's early stages is outsourcing the talent you need from platforms such as Fiver or Upwork. Such platforms provide a wide pool of freelancers who are vetted/rated by past clients, with a simple dashboard to manage all their work and payments. Personally, I have an army of freelancers around the world managing my work in a cost-effective way without the need for any full-time staff or offices!

vi. Project Management Tools

Project management tools such as Trello allows you to monitor a decentralized team's performance. It consists of a board within which you can develop cards according to the tasks at hand, assign tasks, mention specific team members, insert links and documents, etc. With project management tools, you also invest in a team chat application that connects your employees and gives you a platform for communicating and engaging on company goals.





Pillar 6: Following Latest Technologies

What It's All About

Finding and using the right tools (products, devices, hacks, software, etc.) for the right purpose. Discovering hacks or shortcuts to get things done in the shortest amount of time.

For you to leverage the right technology, you need to be abreast of what is happening in the tech world such as quantum physics, nanotechnology, space discovery, robotics and drones, biotech artificial intelligence, machine learning, blockchain, virtual and augmented reality etc.

The assimilation of all these things in your mind will give you the edge, as you can readily draw upon new principles and follow emerging trends. This can help you participate in shaping the world's future and differentiate you from what "normal" businesses are doing.



Image by freepik from www.freepik.com

How to Keep Up with Technological Releases

- **Subscribe to industry blogs and newsletters** – It may prove useful to sign up to feeds such as PopSci, TechCrunch, Wired etc. You will get some industry best practices, opportunities, industry development news, and so much more are delivered to you.



- **Keep up with the open-source community** – Trend topics in open source communities are an excellent way to understand the current issues and technologies. Starred issues on GitHub, for instance, can give you an idea of the next big thing in the tech world.
- **Watch some online videos** – On platforms such as YouTube or Netflix that provide extensive information in the format of documentaries on various subjects. Taking time to watch tech-related documentaries is the right way of not only understanding trends but also understanding their history and catalysts for change.
- **Browse social media** – Consider the following scientists and people. They are always on the cutting edge of the new technology in your area of interest. If you did some research, I am sure you will come across podcasts and YouTube channels you can subscribe to, listen in, and get a sense of the upcoming shifts on the horizon.

Why You Should Keep Up with the Latest in Tech

There is a staggering rate at which new technologies are released, often the not so great ones have a lot of hype around them. The more superior technologies become the purview of specialists and industry experts.

As an entrepreneur, you shouldn't fall into the trap of only knowing about hyped-up technologies, because those will be more rapidly pickup up by others and lose their edge. Therefore, entrepreneurs need to be intent on this for the following benefits:

- **Staying relevant** – Customers are demanding that businesses deliver personalized experiences in every step of the journey. The only way to achieve such an intimate understanding of customers is to adopt new technologies that provide accurate insights.
- **Competitive edge** – Embracing new technology also gives a competitive advantage over competitors, as it helps tiny startups and small businesses outwit and disrupt big established corporations. Examples of this dynamic abound in various emerging fields such as FinTech, EdTech, Biotech and many others.
- **Integration and differentiation** – A fair understanding of the technologies available means that you can integrate new technology into your business model and offer more advanced and cost-effective services than your competitors.

Over the last seven years or so, I've made a habit of attending top global tech conferences regularly to get a sense of what technologies are rising or fizzling out ([pictures & details here](#)). These can be a mix of expos, tech shows, hackathons, pitching competitions, and the like.

I sometimes participate in some of these events as a speaker or mentor in order to gain the benefit of interaction with new entrepreneurs and hear their take on things. It has definitely boosted my ability to coach and advise startups, drawing upon all the fresh knowledge of what the world is doing.

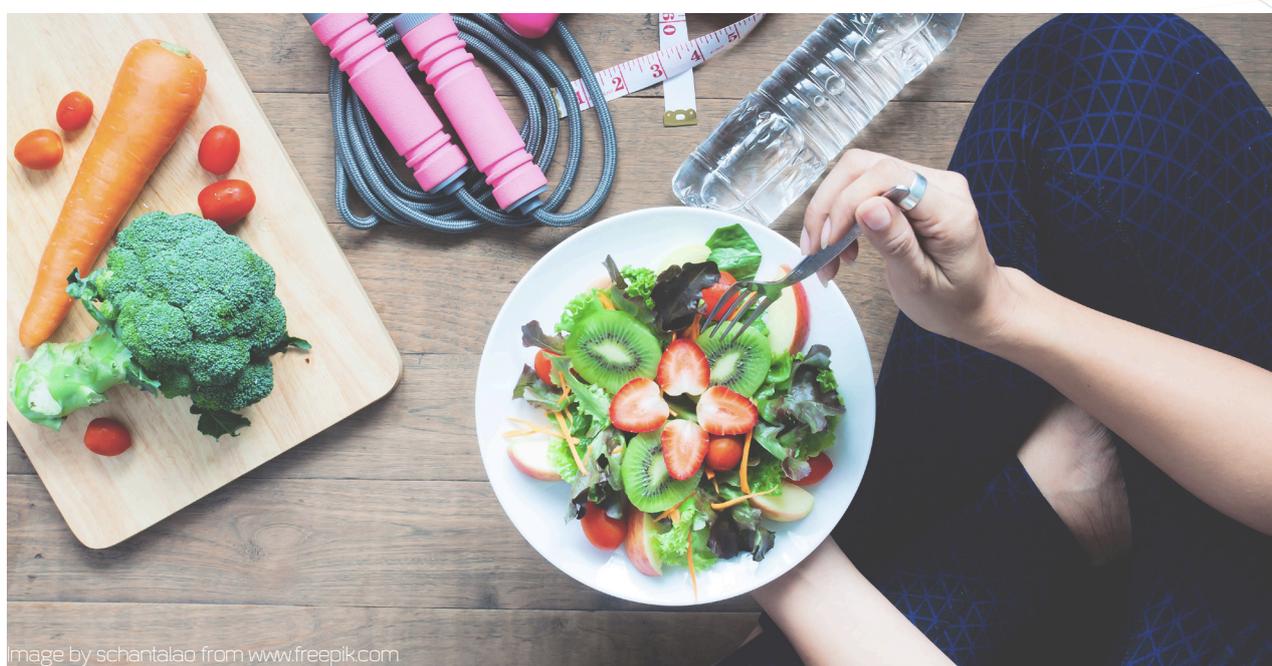




Pillar 7: Healthy Lifestyle Habits

What It's All About

Healthy lifestyle habits that support mental clarity and performance include healthy eating, physical fitness, and sound sleep.



The most important thing to focus on is mental clarity and performance. For an entrepreneur weight management is also beneficial of course, though I would recommend maintaining a lifestyle that promotes mental sharpness and physical comfort above all.

It may be challenging keeping up with diet fads, some of which may or may not work – but the point is to make marginal changes that have cumulatively a significant impact on your wellbeing. The best are simple improvements that you will be able to do consistently, as it is consistent effort that matters.

One example I recommend is the [Bulletproof Diet](#) by Dave Asprey. As a biohacker he designed this diet for boosting maximum mental performance for busy entrepreneurs, with possible weight loss and body definition as extra effects. The diet aims to maximize healthy fats and reduce inflammatory carbs (in some ways similar to the popular Keto diet), with an additional focus on eliminating toxins which can rob us of our best physical and mental performance.



Examples of Healthy Lifestyle Habits

- **Good sleep quality** – Not having enough sleep can impair your judgment and even movement. According to WebMD, [sleep loss](#) makes you less able to concentrate, reason, and solve problems with balance and elegance!
- **Diet and Hydration** – As stated earlier, proper diet and hydration are all about optimizing your diet to support mental clarity, focus, and decision-making. Good proteins and healthy fats are important, and so is fiber as it counters the adverse effects of carbs. Fiber also helps in digestion and waste removal from your body.
- **Exercise and hydration** – Drink plenty of water and work out to elevate your heart rate for at least twenty minutes each day. Exercise routines should be something you enjoy doing and are capable of sticking to it for the long haul.

Value of Healthy Lifestyle Habits to FELS



Photo created by master1305 from www.freepik.com

- **Ever seen a dumb entrepreneur?** – Every entrepreneur needs to be at the top of their game mentally. Your business and all other aspects of FELS are based on how your mental game is! Healthy habits mean that you can develop ideas, pursue your interests, and set up your business to out-compete your competitors.
- **Grit** – Every successful entrepreneur will tell you: you need grit! You need to have the mental, emotional, and physical stamina to pursue your dream. It will not be comfortable, and there are so many factors to pull you down or away from your goal. Do not allow yourself to be one of your own stumbling blocks! For more on this concept, check out the [book](#) with the same title by Angela Duckworth.

As I focus on researching and practicing these topics, I've put together a sort of [nutritional journal](#) where I keep some pictures and comments on various foods I encounter. I've also come up with a quirky [quiz](#) to test basic nutritional knowledge, try taking it and discover the neat trick of solving it with just a single pen stroke!





Pillar 8: Strong Spiritual Depth

What It's All About

Substantial spiritual depth and practice (per one's own faith or preference), along with empathy and compassion, and a drive for serving one's nation and society.

I am not here to advocate for any specific faith. However, in any way you choose to pursue this, having a spiritual depth helps keep you grounded.

You need a way to vent your spiritual side. It could be expressed in different ways, such as compassion, gratitude, empathy, or serving your community. It can also be simply belonging to an idea, thought, or movement.



Image by photoangel from www.freepik.com

Find something that suits your faith or natural preferences, because having consistent and meaningful spiritual practices will keep you from burning out. Spirituality will also give you a deeper reason for why you do the things you do. Money is essential, but you soon find out it is a fickle motivator.

Examples of Spiritual Practices

Again, I am not advocating for any particular spiritual practice. All I am doing is sharing ideas to get you thinking on your terms what may or may not work for you. Here are some spiritual practices that you should embrace as part of your FELS lifestyle:

- **Meditation** – I think of meditation in terms of effort I take to either add or subtract the emotional impact of events from my subconscious. Did you know that 90% of people live out their lives from their subconscious mind and not the conscious mind? And that the subconscious mind controls 90% of your behavior.

Meditation is an opportunity to release the emotions you have attached to negative experiences that will influence your decision making each day. It also helps you be mindful of your environment, and the relationship you're having with everything around you. See [this amusing book](#) about being 10% happier through meditation!



- **Gratitude** - An ungrateful person lives a sour life! Especially if you feel like there is nothing in your business going the way you thought it should go, be grateful for what you have.

Take time to count the things that are going right and cultivate a deep sense of gratitude for these things. In difficult times, it is the easiest way to build hope, and in good times it is the best way to remain centered and focused. Being grateful also helps you maintain positivity and hope.



Image by Juanita Foucault from Pixabay

Entrepreneurship is potentially heartbreaking. You may wonder if your product will be accepted if your idea will stand the test of time and so much more. Always finding something to be grateful for will keep you grounded. It will give you the push to think about, plan, and pursue your next move. Be grateful always!

- **Volunteering** - Think of this as anything you do for other people. Regularly allocate time, say once a month to take up an activity focused on benefiting someone that is not you! Service to other people is underrated, and it feels really good to do something for other people! Try empathizing with people you come across and putting yourself in their shoes.

Find practical and meaningful ways of cultivating an awareness of who you are, your values, and your moral compass. Whatever comes out of such an exercise will help you remain grounded and reap the benefits outlined in the next chapter.

Benefits of Spiritual Depth



Peace - People who have achieved meaningful spiritual depth are super peaceful! They have a balanced temperament, able to gently express disappointment or pleasure with compassion and understanding. Peace enables you to live a life that is above your emotions. For the entrepreneur living the FELS way, your success is indeed based on how you handle your feelings. Peace is like a navigator and the stuff that makes up your instinct. With practice, you will find that you will always enjoy following through with the decision that gives you peace and avoids that which is likely to steal your peace.



Courage - It separates the wheat from the chaff :) By default, an entrepreneur is not risk-averse. You dare to dream greatly and make bold moves. But you indeed cannot find courage if you do not take time to build your spiritual depth. Suppose you don't take time to build your spiritual depth... in that case, every seemingly bold decision you have made is foolhardy, and you only got lucky indeed!



Wisdom - In simple terms, understanding is correctly applied knowledge. It kind of ties up the chapter very neatly, doesn't it? It is only through wisdom that you can make smart, balanced, and enduring decisions.



preferences, among others. Embracing the FELS way will help you shed some of your biases. To let go of prejudices, you need to broaden your perspective, something you can do by upholding your continuous learning, explorative travel and spiritual depth. Read more about these important concepts in [this FELS article](#).

- **Good ethics** – Having a high moral standard is another way to create balance. With good ethical standards, you wouldn't wrestle with yourself or others over a decision because you already know what needs to be done. Ethics is also a key hallmark of leadership... doing the right thing at the right time and for the greater good of humanity.



- **Seek diverse opinions** – Sometimes, you may build a team so cohesive that you begin to see the same things in the same way. To avoid losing balance, it is essential to seek diverse opinions from people, not part of your team. To achieve balance within your team, consider taking up the contrarian boss's role, who is always challenging the team to think outside the box.
- **Be comfortable with mistakes** – Whether they're your own mistakes or others', always be comfortable making mistakes. With your team, reward people who go out of their way to seek new opportunities, or try out new ways of doing things, even if they fail at first. Apply the same principle to yourself, by being patient with yourself when you try out new things, and they don't initially work out the way you expected.

Benefits of Openness and Balance



You become susceptible to good ideas – You do not need to pluck the next big thing from the moon! All you have to do is be open to realize and act on the opportunities that are around you. The balance, on the other hand, is about taming your own desires and any of your excesses. Balance is what enables you to make smart decisions and is an exercise of wisdom.



You can build and maintain a winning team – People respect leaders who are respectful and have an open, balanced demeanor. With that kind of mindset, you can only form a great team, but you're able to fire up their motivation over the long-haul towards a common goal.



You gain reliability – You become dedicated to those who are around you. You will also be confident in making decisions, forging new partnerships, among others, because you will have a track record, as evidence to yourself, of creating smart and sound decisions.



Being a fair arbiter of disagreements – When there is contention among your team or on your board, people around you will trust you as an impartial arbiter of disputes. You will be at the center of your business because everyone will trust you with their ideas, vulnerabilities, and fears.





Pillar 10: Diverse Hobbies & Activities

What It's All About

Diverse hobbies and activities can challenge the mind to stretch further and reach greater heights, and also offer you some fresh inspiration while being off your normal tasks. Having a little fun doesn't hurt either!

This can be done in any form; for example I have sort of done some modestly extreme sports that stretch me out of my comfort zone... I have done base jumping; I have flown a tiny plane and indoor skydiving.

Anything you do that has presents a positive distraction and stretches you a bit can help. It gets you out of your normal working place, which gives you room for inspiration to strike! A lot of entrepreneurs find solutions by doing something that is entirely out of their regular business routine, and sometimes gleaning new creative ideas out of the activity itself.

Examples of Diverse Hobbies and Activities



- **Physical activities** – Anything that engages you physically is something that you should incorporate into your lifestyle. Fun sports like go-karting, flying a small plane, running, and other adventure activities are useful for getting your feel-good juices flowing.
- **Endurance challenges** – Have you ever soaked in a bath full of ice-cold water? Or held a plank for 10 minutes? Endurance activities (done cautiously) can help you build not just physical but mental fortitude that you need as an entrepreneur.



- **Arts appreciation** – There is much beauty and elegance in arts! Immersing yourself in any form of art such as visiting museums, watching fine-art theater shows, or even learning/playing musical instruments have a calming effect to clear the mind.

Better even if you can explore arts and music from different countries or styles for the novelty effect.

- **Electronic entertainment** – Distractions can happen indoors as well. Computer and video games for example, especially the ones where you need to search for things or solve puzzles (and not the ones with just mindless shooting or such), can help you develop your focus and precision while also offer you new perspectives on problem-solving.

Examples of Entrepreneurs with Diverse Hobbies and Activities

Tim Ferris – Every week, Tim takes time to learn a new skill and then teaches his audience through a show he calls the [Tim Ferris Experiment](#). He has taken time to learn Jujitsu, motorbiking, professional poker, and drumming, among other things. What a way to keep your mind challenged and engaged, isn't it?

Lewis Howes – He is a renowned handball sports person, public figure, and entrepreneur. Besides being an athlete, Howes also engages in an [ice bath](#), an activity known to improve physical and mental endurance.

Benefits of Embracing Diverse Hobbies and Activities



Enhances creativity – By the way, you are only as impressive as the activities you do. Suppose all you do is sit around watching television all day. In that case, you are likely uninteresting. But to become exciting and develop creative ideas, take time to do exciting things!



Boosts productivity – The energy to be productive increases the more you expend energy doing fun and engaging activities. Give it a try. When stuck on a project or problem and not able to make meaningful progress on it, go outside and do something fun, exciting, and that will get your heart pumping. Nine out of ten times when you come back to your project, you will have a burst of energy and ideas to take it to the next level!

On [these pages](#) you can see some of the add activities I do which are seemingly unrelated at all to my line of work! You can also link to my collection of global, rare music and some of my other multimedia hobbies.





Personal Stories from Global
Business Leaders Living the
Flourishing Entrepreneur
Lifestyle



Abdulaziz Al Jouf

I am from Saudi Arabia

What I do: CEO & Founder of MENA's Premier Fintech Company; Serial Entrepreneur, Fintech Influencer; coach and mentor, book worm, fitness enthusiast, a globe trotter and just really fun to chat with!

Find me on [my website](#) and [LinkedIn](#)

Every Obstacle Is a Hidden Opportunity

Open and Balanced Mindset

I believe in being ambitious, persevering, and never give up on anything, be it a business idea or a dream. I'm one of those who think; when the going gets tough, I should get tougher!

My life has always been filled with challenges. However, I have learned to wake up and face each of them head-on, and I never give up. I always look at obstacles like challenges – they were meant to be overcome.

Continuous Learning

I'm a firm believer in taking chances and making the most of the given opportunities. One of the first things I learned through my experience is that you cannot do it without money since operation costs are inevitable.

Self-Discovery and Improvement

First, you must work smarter and elevate your mindset to embrace entrepreneurship. Secondly, you cannot do it without a good team. Building a good team is the second most formidable challenge for an entrepreneur. However, it is the most critical since a good team can make or break your business.

A good team will build on your ideas and improve the quality of your decisions as a leader. I always surround myself with what I call a challenger (a person who doesn't fear challenging their boss).

Lastly, do not fear but embrace change. The people who ultimately succeed in life are not the strongest or the most intelligent but adaptable to change and survival. It's always about moving to your next destination without delay. Change is part of the journey, so why the fear?



Other pillars that have contributed to my life and success: Ideation & Creation, Travel & Exploration, Following Latest Technologies.
to your next destination without delay. Change is part of the journey, so why the fear?

Additional Thoughts and Advice for Upcoming Entrepreneurs

- Wake up before dawn so you can make the most of your 24 hours to plan, execute, and implement your thoughts and ideas. Early birds are known for meeting their goals.
- Hire and work with people that you haven't worked with before and learn from their diverse cultures. Working with a multicultural team will amaze you! Always choose a team that will negate your weaknesses by their strengths!
- Remember, just like in business, you are the CEO of your life. Hire, fire and promote those you want in your circle
- Have fun. It's essential, especially to Gen Y & Z.
- Be an avid reader and try to read at least one informative article per day, learn from it and pass the knowledge to your team.
- I believe great ideas often start in a Starbucks coffee shop or a napkin! Travelling opens your eyes and doors to new possibilities and will expose you to new, exciting adventures you wouldn't otherwise dare! At least it does for me.





Abdulrahman Alkhodair

I am from Saudi Arabia

What I do: Travelling entrepreneur & consultant

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What Maybe Wrong for You, May Be Right for Others

Travel & Exploration

Back in 2009, I took one of the most important decisions in my life. One that I have never regretted, and I don't think I ever will.

I left my job, it was a very good job with great benefits, I left it, and went to Canada to pursue my education. When in Toronto, in the first years, I learned more about expressing myself and my feelings without being embarrassed about them.

Later on, I became aware of the meaning there is more than one truth. I knew this meaning before, but I didn't live it. However, living in a multicultural country, in a city that is the heart of this country, made me experience and live this meaning. What might be true for you, may not be for others, what be wrong belief for you, might be the right for others.

However, the story I'd like to share is about Ideation and Creation. Since I was in Saudi, I wanted to start a business. However, my way of thinking was a traditional one. I wanted to open a Beauty Salon for women. My reasoning was women tend to pay without thinking, so I'll have a business that targets women. However, during my studies in Canada, I learned that starting a business must come from a problem that a business could solve for a specific target customer.

So, I started exploring different people's needs and different ideas. Then, I was guided by the Dean of Entrepreneurship College to go and visit and attend a gathering for investors and experts in the entrepreneurship world. During this gathering, I learned that investors have pain that entrepreneurs don't focus a lot on how to pitch their ideas to investors, so I decided to start a business that helps people in that skill, and here is where Pitch 'n 'Close started from.



After living abroad for several years and seeing others living outside; what I might advise others to do is, for the sake of whatever that is holy, don't hang out with people from your culture. Because that way, you can't learn a new culture, you won't open your mind to new people, you can't experience a new way of thinking. You can't really say you've lived abroad and learned from being there if you only knew people from your country.

Don't be afraid of change. It might take some time to change, some people change in a short time, some people in a long time, that doesn't matter. What matters is don't be afraid of change, embrace the change, live it. You only live once, so live it fully, and make it count.





Amit Gupta

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What I do: Co-founder & CEO -YULU

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YULU social: [Facebook](#), [Twitter](#) and [LinkedIn](#)

If Something Has Not Been Done, Doesn't Mean it Can't be Done!

Ideation & Creation

Thinking wide, bright, and out of the box is necessary to have a positive impact. That's how YULU was born. Through YULU, my brainchild, I wanted to make short commutes green, smart, shareable, and accessible.

Self-discovery & Improvement

After moving ahead from In-Mobi, I noticed how traveling, which is an essential part of all of us, had become a pain for every commuter. For instance, it took more than half an hour for me to get from home to the office, a distance which usually takes 10 minutes without traffic. That's when I realized I had to do something for commuters who travel every day and suffer so much frustration due to traffic congestion. So, I went ahead to explore my passion for serving the country and environment by giving people a comfortable commute ride.

Healthy & Lifestyle Habits

Although maintaining a work/life balance is a challenge while chasing a big dream and solving a complex problem, I still prioritize healthy habits. The key to balance is being smart about the art of goal setting, time management, and hiring the right set of people. Though work comes first and not all days are the same, I always try to figure out options to fulfill my work and life. When it comes to managing my time, I choose a morning workout, a healthy dinner together with family, and spending time for fun and fitness with my family over the weekends.

Travel & Exploration

My passion for traveling and exploration made me believe I should do something for the society and people to avoid traffic congestion and a better green future; thus, the leading e-Mobility service in India steadily yet rapidly grew with people.



Following Latest Technologies

Following the latest yet the best technologies always help you in your personal and professional life. It improves and adds features to the product; that is, in the end, the consumer's interest increases the product life cycle.

Additional Thoughts and Advice for Upcoming Entrepreneurs

If something has not been done, doesn't mean it can't be done. If we genuinely care about our mission and go after it with full dedication, we can bring in the change we want to see in the world.





Annie Duke

I'm from Texas, USA

What I do: Speaker/Author/Student of decision science

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Choice and Luck, That's All You Get!

Continuous Learning

We are all learners, and as learners we interact with information in the world. Unfortunately, for most of us, new information comes in, to certify the blues that we may be experiencing. In other words, we're ossifying or hardening the beliefs and mental models in the way we think about the world. As opposed to approaching new information in an open-minded way. We often fall into the danger of using new information to reinforce false beliefs, inaccuracies, and limiting mental models.

I believe only two things determine the level of success we'll find in life—the quality of your decisions and luck. Luck isn't something you can change. It's something that happens to you. So that means you have to focus on the quality of your decisions since it's the only thing you can control.

And, to improve the quality of your decisions, you must upgrade your beliefs. You must discover who you are and be essentially yourself, your world, your mental models; these are the stuff that informs your choices. Every person should be focused on the foundations of their beliefs, repair the cracks, and correct the inaccuracies.

Information acquired through learning is the foundation of beliefs. So, this is why continuous learning is essential to me. I have learned to approach further information with a pretty open mind to understand what I need to know, what I need to unlearn and at the base of that is a very Bayesian mindset.

Using the Right Tools

You see why having the right decision tools is so incredibly important. Unfortunately, my observation is that there are people who are kind of enamored with the idea of making decisions based on their gut. As if they have some sort of magical quality which makes them think you can sort of just wing it and get to a better place.



I have found one of the advantages of using tools for decision making; it helps mitigate any bias you may have. Further, an excellent tool enables you to replicate the right decisions and expect to get more similar positive outcomes. A useful decision tool will help that creativity and those insights that you have to be expressed in the world in a way that's going to increase success.

An excellent tool allows you to replicate the decision and expect to get more similar positive outcomes.

I think that there are people who are enamored with the idea of making gut decisions. As if you have some sort of magical quality to yourself, you can sort of just wing it and get to a better place than other people.

The other thing about having the right tool is that it allows you to examine the decisions you're making like objects in retrospect. You know we're making all sorts of decisions. Then the world is giving us some kind of feedback about those decisions. And it is useful to be able to look back and say what was I thinking at the time? What were the tools that I applied? How was I working through this decision? And now that I've learned all this new information, would I have made the same decision again? What can we learn from it?

Taking time to reflect and assess past decisions will set you up to make even better decisions in the future.

Healthy Lifestyle Habits

I'm a vegan who works out every day and doesn't drink a lot. I realized that my physical self is connected to my psychological self and intellectual self. As an ardent poker player, I know from poker that people have this image of a poker player, an overweight person smoking a cigar with a Visor, but that's not true.

Most of the top poker players are mostly pretty healthy. It's because poker is mentally exerting, and you need to be at your top game both mentally and physically if you're to compete well. If your physical self doesn't feel right, your emotional self isn't going to feel good, and your intellectual self isn't going to feel good. You'll find it challenging to apply the knowledge you have of the game.

And that is why, at the base of everything,

I strive to have my physical self be as healthy as possible. When I am in good health, I can trust that my perspectives on issues are balanced, and my ideas have a greater chance of success. For me, this is something incredibly important.





Bob Brotchie

I am from Cambridge, England

What I do: Life Coach, Psychological therapists, and Managing Director at Anglia Counselling based in the UK

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My Success Is About the Impact of My Life and Work

Self-discovery & Improvement

I had a traumatic childhood suffering multiple abandonments and emotional neglect – which led to extremely poor academic attainment. BUT, realizing the tools and choices associated with self-discovery and improvement proved to be a fundamental driving force for disproving the limitations others placed on me.

Continuous Learning

I was 27 before I truly began to comprehend and then realize just what I could be capable of achieving in life. At 27, I started a successful and award-winning career in front-line emergency medicine that would see me operating on land and in the skies as a paramedic. I also rose through the managerial and leadership ranks via my desire for continuous learning.

During this career, I discovered an innovative bent that had lain dormant. And while still a paramedic I created the tech solution, 'In Case of Emergency' (ICE) process for mobile phones, which subsequently gained worldwide acclaim! https://en.wikipedia.org/wiki/In_Case_of_Emergency.

Travel & Exploration

I have enjoyed world travel, most of all when traveling solo, on business, and for pleasure spending many months in North America, with shorter periods in North Africa, SE Asia, and Europe. I wonder, isn't traveling the best way to learn from other cultures?!

I think the most significant life lessons I continue to appreciate and derive value are from the study of Buddhist Philosophy, and most specifically, mindfulness and meditation.

I have suffered and burned – through stress, and it was my introduction to mindfulness that became the conduit for not only recovery but sustainable resilience. Little did I know then that I would eventually, some ten-years later, begin to teach the ways of 'presence'



and 'being' via non-attachment. To recognize and choose a new relationship with the inevitable suffering we will all face during our time on this earthly plane!

These newfound skills also allowed me to separate from the 'all-consuming' pressures of emergency medicine and management and formulate a plan to take what I had learned from suffering and share it with others. I created a new chapter to become a counselor – and entrepreneur.

Success for me is now, perhaps more than ever, derived from that which I can impart to others. To facilitate this, I choose to take great care of my psychological and physical well-being. I enjoy keeping active, creating space to 'be' study, family time, and meditation. I no longer simply live to exist. Now, I live and thrive, fulfilled via a meaningful and purposeful life serving others and myself.





Cali Yost

I am from the outskirts of New York City

What I do: CEO and Founder of the Flex+Strategy Group, a strategic work flexibility solutions company

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Make What Matters to You Happen Every Day

I think all ten are essential, but if I had to pick the ones with the most influence, it would be the following and all equally as I believe they are all mutually-reinforcing and inter-related:

- Ideation and Creation
- Self-Discovery and Improvement
- Healthy Lifestyle Habits
- Open & Balanced Mindset
- Continuous Learning
- Strong Spiritual Depth

In the early '90s, I was about five years out of college and a junior manager in training at a bank. I started to suffer from chronic headaches and stomach issues. Doctors couldn't pinpoint the cause, and a variety of treatments didn't work.

Finally, I stepped back and realized that these needed to change my high-stress lifestyle. The realization started me on a 25 years journey of physical, emotional, and spiritual development that directly contributed to the professional and personal success I've achieved over the years.

Another tip or hack I'd like to share is this; I follow my advice outlined in my book *Tweak It: Make What Matters to You Happen Every Day*, which the most consistent standard "tweaks" in my work+life fit being:



Every morning for more than two decades, I've meditated for at least 20 minutes and have written in my journal.

I move my body' in some way every day for at least 30 minutes, whether it's weightlifting, walking, yoga, or some form of cardio exercise.





Chris Folayan

I was born in Nigeria, studied and living in the United States

What I do: CEO MallforAfrica

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Don't Think You Can Discover Market Needs of Other Countries by Just Googling!

Travel & Exploration

You need to understand the people you are selling to and you need to understand that culture and there's nothing better than traveling and experiencing that culture and experiencing the people you're selling to. I will give you an example from myself. I was born and raised in Nigeria, did everything all the way to high school, finished high school in Nigeria, and then migrated to the States. When I got to the States, I was able to see the things that were lacking in the environment I grew up in.

I had traveled to the US and noticed the differences between how online business is done in the US, in Nigeria, and in Africa in general. I took that experience and created 'Mall for Africa' which is in over 30 countries in Africa right now, helping people in Africa buy stuff and buy products from US and UK retailers.

The reason I was able to do this successfully is that I came from an environment that I understood really well. I understood that I was trying to sell to people that were unbanked, who had no credit cards, had only local currency, never done anything online, there are many hurdles to go over and I developed a platform which was the first of its kind ever, that allowed people without credit cards, purchase items from US and UK retailer.

Had I not been from that environment, had I not traveled to the US, to see how things were different, then my business would never have been able to be as successful and as big as it is today and that's just one example of many but as I've, we've, as we've expanded our business even outside of Africa to Latin America to Asia to the Middle East.



Once I traveled to Kenya and saw that the biker industry, the motorcycle biker industry was huge in Kenya and I wanted to do something about it. I saw it as an opportunity and started thinking about what I could do to benefit from it. So, I got more biker platforms on our platform, so we can sell into Kenya and that's how we were able to service the biker community in the country. However, I recognize that I wouldn't have known that Kenya has a vibrant biker community, had I not visited the place.

You discover different things and open your eyes to opportunities as you travel. Travel enables you to understand and embrace the culture of new target markets and you get an opportunity to do first-hand market research by meeting local people, asking questions to understand their needs.

If you're just thinking that you can do all of this by googling, doing research and becoming a great entrepreneur, unfortunately, you probably will not be as successful as you can, if you travel and explore.

And again, that's two-fold – you travel, you review everything, you look at everything, you think outside the box and you interview people, talk to people, get that camaraderie going, become friends with them so they can help you with your idea, you can bounce ideas by them and they're, they feel like they're part of your growth and there is nothing wrong with having local mentors be part of your growth.

I have local mentors in several countries all over the world helping me out, helping our decision making and our progress because whenever we have ideas on making changes, I call people and these are people that I've formed relationships with over the years because I had traveled and I had met them face to face and now they've turned into amazing relationships and you know, I can bounce ideas by them because they live in these countries.

I can travel there and explore but I only get so far. I also need to, you know, create that, you know, the bond between someone locally so I can, you know, pass ideas by them. So, travel and exploration – huge requirements if you want to be an amazing entrepreneur.

You will not get as far as you can with your business idea if you don't travel. Just like you do market research locally whenever you have an idea, you want to run it by people to make sure this is an idea that has wings, it will do well locally, take that exact same principle if you want to expose your products to people outside your country, outside your community, take that exact principle, travel, explore, meet with people, ask people questions, see if your idea is valid in that market and then take it to the next level. So again, travel and exploration, highly recommended.

If you don't do it, you may be successful. If you do it, you will be 100% more successful and that's pretty much I guarantee.





Christina Rao

I am from Vancouver, Canada

What I do: Stock Market Expert

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My Entrepreneurship Is Fueled by Connecting with Others

Ideation & Creation

I believe a business is like a village. Its people are your tribe with a shared purpose of creating an impactful, sustainable community.

As a serial entrepreneur, it is easy to fall head over heels, madly in love with my ideas. It isn't until I gain the opinions, views, and knowledge of my tribe and other tribes to execute the best business model confidently.

Self-Discovery & Improvement

Self-awareness is crucial for my entrepreneurial success, and it is a lifelong journey. I am forever on the quest to be better and do better. I'm fascinated by human beings' neuro functions and how much we control whom we want to be. I started my entrepreneurial career in my early 20's standing 5ft tall, 100lbs, and attractive.

Often, I was perceived to be a push-over and likely lacking smarts. I had to improve my confidence and rely on my smarts to have businessmen (The Old Boys Club) take me seriously. Now 20 years later,

I can walk into any boardroom and command respect. My self-discovery also helps me identify areas of my business that need adjusting to continue evolving as well. I also use this experience to empower other young women who are working in corporate finance.

Using the Right Tools

Time is money; without the right tools, you will spend more in the long run. A great example is my website. Ten years ago, I had my website built on a platform that wasn't mobile compatible and couldn't be easily converted. Three years ago, I bought a website template that requires coding to be compatible with updates. Now I'm learning to let go of how the design looks and understand the functionality.



Healthy Lifestyle Habits

Healthy lifestyle and habits is different for everyone; I found quitting caffeine seven years ago was terrific for me. I was better rested with 4–6 hours of sleep; waking up and getting focused was not challenging at all. I gave up dairy simultaneously. I wasn't feeling good about taking the milk that is meant for baby cows. Both of these changes have given me clarity and far more energy and focus.

Open & Balanced Mindset

We all want to feel this way. It is essential to maintain this mindset for being objective in business. An open mind prevents me from being judgmental with my own opinions, and in business, this allows me to spot trends in the stock market early.

Continuous Learning

Living in the digital age, nothing stays the same in business. It is imperative to continue learning for success. I am involved in many different sectors of the stock market. Over the last few years, I focused on learning about cannabis and CBD concerning medical treatments. Today, I'm learning about new technology available to the mining industry.

Travel & Exploration

Life is about experiences, not material. The people I meet traveling and my adventures enlighten how I evolve and run my business. I have spent entire trips sitting in historical museums contemplating the resources the artists had accessible hundreds of years ago to create these masterpieces.

I have no excuses to create my masterpieces as an entrepreneur because I have an abundance of resources at my figure tips—an incredible motivator and very humbling.

Following Latest Technology

Catching up with the latest tech is hard for me. I am not tech-savvy, but I like to keep in the know of the latest-greatest, and how I can get a slice of the pie. It's in these unicorns where millionaires are made. It's a great idea to have some young friends that can help you stay on the pulse of tech.

Strong Spiritual Depth

Spiritual depth is everything. I built my business on a strong spiritual foundation. I realized that all humans are connected and there is enough abundance for everyone. So, we all need to cooperate in building communities since everyone's role is significant.

Charity begins at home is an essential saying for me. Ensure those closest around you are well and extend that care to your neighbors, neighborhood, and community. I never donate to any organized charities except animal rescues.

I'd instead feed people on the streets and make an emotional connection. I like face to face interactions when giving or sponsoring a hot lunch program at a school in my city. The more you give, the more you get!



Diverse Hobbies & Activities

It's wonderful to try many things and find the things you enjoy and then find the things you love that bring you relaxation yet challenge your mind. A mind left unchallenged has no place in the world of entrepreneurs.

The more activities and classes you try, the more people you meet and expand your network. I love dogs, and with dogs come dog walks and meeting other dogs and their owners, a new system of people in my life..





Christine Michaelis

I am from Germany

What I do: CEO and Founder Creative Start-Up Academy and Co-Founder European Startup Association

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My Life's Constants are Change and Flexibility

Self-Discovery & Improvement

All my life has been about change, flexibility, and self-discovery.

I was born and bred in Berlin, Germany, but now as a Digital Nomad I am living in different countries every year with lots of ideas and running my businesses. I was always someone who strives to improve and wants to help others. I now also understand that you learn and improve with every single moment and experience in your life.

I didn't always see it that way. Of course, I had moments and periods of my life where I felt lost, was deflated, and thought I am wasting time. After my A-Levels, I have spent three years doing one internship after another, understanding what I don't want to pursue as a career path. Back then, I was thinking I am wasting time not making a decision and not knowing.

I have worked in a hotel, in an event management company, in a sports bar, at a printing company, at a TV lifestyle magazine, and more. After a final internship at an advertising agency, I have decided to go down the marketing and advertising route doing an apprenticeship and then work in marketing agencies for more than 13 years. During that time, I started to enjoy scouting and shaping talents as well as running workshops for my colleagues.

Back then, I was also convinced that I found something that I want to do for the rest of my life. But no: After ten years of working in the industry, I didn't enjoy it as much anymore. It was not rewarding enough; I didn't feel I had enough impact; I wasn't seeing each individual's changes. I wanted to do more, create more, transfer more knowledge, and make other people happy.



I undertook a NLP (Neuro-linguistic Programming) and Coaching certificate course, which changed my life! I found my next calling! But wait, I still wasn't too sure what to do with the knowledge and how I can help people with a specific problem. Sometimes, we just have to start and see what happens. And what happened to me was that I started working with start-ups.

Of course, I still had a full-time job, which meant I worked every lunch hour, evening, and weekend to get my business running. It took a lot of dedication and hard work, but it was all worth it! I loved – and still do – working with entrepreneurs and start-ups. Their drive and passion rub off on me, and seeing the progress they are making with my help excites me, makes me happy, and gives me a sense of accomplishment. And one of the main things that keep me going on my current path is the constant improvements I go through myself. I learn from every single person I am meeting and working with. I continuously encounter challenges in my business – like everyone – and overcome these with curiosity, knowledge, and dedication.

But not only learning new business-related things is essential to me. I have a long bucket list of things I want to learn and places I want to see. This starts with learning new musical instruments, some martial arts and goes to dancing and much more. And as I was someone who wanted to have it all at once, I did all at once. I had my days filled with work and hobbies from 7 am till 11 pm. But you can only go for so long with that kind of schedule.

I started to feel stressed and tired. I was also diagnosed with a brain tumor, which turned out not to be one – but you can imagine, I got even more stressed. I was very close to burnout, so I decided to take care of my body and mind and made that a priority. Doing this, I also went through changes and self-development.

These days my drive to learn new things and improve myself has stayed at the same level, but I have learned to pace myself and take one step at a time. For example, I pick max. 3 things I want to learn or improve each year for my hobbies.

For my business, I take one step at a time, one channel, one product at a time. It turns out, if you are single-tasking and focusing all your energy on just one thing at a time, you can be even more productive. In the past four years, I have published twelve books, built up an online community, created multiple challenges and online courses for start-ups, worked with universities, individuals, and small businesses across Europe, and founded a not-for-profit organization for start-ups (European Startup Association).

Now I know that all I have done has supported me in finding my way, improving myself, and leading up to what I am doing now. These epiphanies mostly happen later in life when looking back at what you have done. I always say, “If you want to do something, do it. If you want to learn something, learn it. Simple.”

So my conclusion of all of this for you is – Never stop improving but make sure you are also taking care of your body and mind.





Christine Hassler

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The Best Investment We Can Make Is in Our Own Mental, Emotional, and Spiritual Health.

Self-Discovery & Improvement

I grew up a very insecure child due to bullying and teasing and I compensated for that by being a massive overachiever. I thought that my success in the world was what would make me worthy and amicable. I made that decision that if no one likes me, if I didn't fit in the world, then I'm going to be the smartest person in the room and my, I was very successful.

In high school I was a straight 'A' student, which got me into a great college. I graduated from that early and then moved out and by the time I was 25 I had a very successful career in Hollywood as the youngest female agent. However, I was driven by my insecurity and I was driven by a super demanding internal voice. A voice that would constantly push me to be more successful, study all night, take the extra class, get the promotion or whatever form of achievement was available for taking. Outwardly I was very successful but internally I was very insecure suffering from both depression and anxiety.

I was representing Hollywood writers, and directors and producers and my boyfriend at the time was the head of this big movie studio. I was living the Hollywood life, Oscars and Golden Globes, hanging out with celebrities. Again, from the outside, anyone would look at me and go wow, you have it all; internally it was a totally different story.

I was really good at pretending, I got really good at wearing masks. But the façade began to fade when one morning I was on my way up to my office in the elevator and I had my first ever anxiety attack or panic attack. It was pretty scary, I didn't understand what was happening so I became confused, pacing in and out of my office. Eventually, I just started walking around the block.



As I was walking around the block, I realized I'd been miserable at my job for a long time and it wasn't because I didn't like it. I was miserable because I never stopped to think about why I even pursued it. I was doing this job in an industry that I didn't really care that much about. I was dealing with a lot of things that I could categorize as part of the me-too movement. I was dealing with harassment though not like some people but was impacted by it. I was working crazy hours and I was miserable. So, I decided at that moment, I was going to quit my job. But I was terrified at that because I was the kind of person who always made plan A work.

Up until this moment, I never really needed a plan B. I didn't know who I was going to be without the identity of the successful job. After I quit my job, I went into a deep depression. From early on in my life, I struggled with depression since I was 11. I was on antidepressants from 11 until 30. I had tons of anxiety. I went into massive debts. I was estranged from my family. I was engaged and 6 months before the wedding, my fiancé broke up with me.

So, at the very right age of 25, everything kind of crashed down and I was seeing a life coach but I wasn't really listening to everything she was saying. One day, I had this moment on my bathroom floor where I realized that I was the common denominator in everything going on in my life. So, I decided since I created the chaos in my life up until this moment, I can create something different. I remember going back to my coach and picking up some personal development books. I decided that I was no longer going to be a victim of my life and that's when personal development became my passion.

The passion turned into purpose which led me to write my first book called '20 Something 20 Everything.' When I was in the thick of things, I was looking for a personal development book that would really help me with what I was going through, and I couldn't find any.

The writing journey also led to me coaching and counselling people and I started speaking on stages both from the colleges, to corporates. I became an expert on millennials which led me to getting a master's degree in psychology, leading massive retreats, speaking on more stages and writing. I wrote two more books and now I have a highly successful thriving business in personal development and a personal life that is so fulfilling.

When I was 11 and they put me on antidepressants, they said you have a chemical imbalance, you will need these for the rest of your life and I believed them. Now, I'm not anti-antidepressants, I'm not anti-medication. I think it's such a personal choice, and for some people it is a necessary choice, I'm just speaking of my experience.

I always thought I needed them but around my late 20s when I started to get into personal and spiritual development, I realized that I was really numbing myself from a lot. I made the empowering choice to get off them and have been off of them for more than a decade now. I feel alive and not numb and even though sometimes I get sad, sometimes angry, I also feel so much joy and contentment.

I would say work on yourself. Childhood no matter who you are, impacts everything about you. It impacts how you see the world, decisions you make, the people you attract into your life, your relationships, and your attitude towards money.



Get a coach or get a therapist to help you really unpack your childhood. To help you understand your model of the world, your biases, your limiting beliefs and to teach you how to heal, manifest and how to make things happen.

It all starts with changing your mindset, I've always said the best investment we can make is in our own mental, emotional, spiritual health. I train life coaches and work with tons of entrepreneurs and so many people pursue entrepreneurialism because they want to feel fulfilled and they want to fill a void. Just like my success was first fueled by my own insecurity and that sort of fuel eventually runs out. Meaningful and holistic success only comes when they are peaceful and healthy internally.

Healthy Lifestyle Habits

I started exercising in my teens and I have continued throughout my whole life and exercise is something I don't do for weight loss or vanity. I do it because it gives me clarity, keeps me youthful and it gives me that edge that I really need.

It's a healthy way to get adrenaline. I think I see it with a lot of entrepreneurs, they are looking for the adrenaline rush in their business and they become so work addicted that they completely forget about their body. So, exercise is massively important, eating the right foods is massively important your business won't thrive unless you're thriving. I don't eat processed food, I prioritize making sure that I'm exercising, and I'm eating well.

In the morning I do breathwork, EFT tapping, meditation or a combination of all the above. And at night, I do some kind of binaural beats, music listening or gratitude list, something to calm me down and the first thing I'd say of a healthy lifestyle habit is sleep. Sleep is not something you can never catch up on. That's another thing I hear about entrepreneurs, it's like, I will catch up on sleep on the weekend, I'll catch up on sleep after my watch.

No! When you get some good sleep, you perform better, you will be more attentive, you'll make less mistakes. So, sleeping anywhere from a good 7 and half to 9 hours sleep at night is a massive priority and it always has been for me, I always make sleeping non-negotiable.





Dave Gray

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You Cannot Learn New Things If You're Unwilling to Let Go of the Old

Open & Balanced Mindset

The most common mistake I see people make is to assume that they understand the situation. Sometimes they see a problem one way when the problem is seen very differently by others. Sometimes other people don't see a problem at all, or they see a different issue.

I have a friend named Mick Calder. He works at a company called the 333 Group in Melbourne, Australia. Mick is a turnaround guy. If you're running a company, Mick is the last guy you want to meet, because if you meet him, it means you're probably in trouble. You meet Mick when you have run out of other options.

Once you meet Mick, his organization will offer you two alternatives. The first is that they can take you into bankruptcy. They will help you liquidate the company; help you through the legal and financial aspects of that choice. The second option is that they will take the company away from you and turn it around. They will buy you out of debt, and in exchange for taking on your debt, they will own the company.

Mick's company is very good at this – they have turned a lot of companies around. I was curious about this and I asked Mick: "When you take over a company, you know nothing about it. While the people you are taking it over from have been there for many years—sometimes as long as 40 or 50 years, and you can turn it around. Yet the people who worked there for all those years, with all of their knowledge and experience, could not do so. How is it possible that you can succeed where they have failed?"

I also asked him, "What do you do differently? How are you able to come in and make positive change happen so quickly?" Mick told me that by the time his team arrives in a company, the people who work there are ready for change. Mick and his people go in, and they listen. They talk to employees. They speak to customers. He told me that customers and employees, between them always know what needs to be done.



You listen? I asked. So simple? How can that be?

Mick told me that it's rare for a team that got a company into trouble to be able to turn it around. The chances are that they were successful before they started having problems. Sometime in the past, they had hit on something that worked well. But the business world doesn't stand still, and over time things changed.

If a team has been successful for many years, they will keep doing those things that made them successful, even when they don't work anymore. When they start to fail, they will blame their failure on everything, and everyone, except themselves. They get to a point where they are in denial and unable to learn. It's times like these when paying attention is the most important thing you can do.

Additional Thoughts & Advice for Upcoming Entrepreneurs

Nine practices to help you minimize reality distortion, envision possibilities, and create positive change.

1. Assume that you are not objective. If you're part of the system you want to change, you're part of the problem.
2. Empty your cup. You can't learn new things without letting go of old things. Stop, look, and listen. Suspend judgment. What's going on?
3. Create a safe space. If you don't understand the underlying need, nothing else matters. People will not share their innermost needs unless they feel safe, respected, and accepted for who they are.
4. Triangulate and validate. Look at situations from as many points of view as possible. Consider the possibility that seemingly different or contradictory beliefs may be valid. If something doesn't make sense to you, then you're missing something.
5. Ask questions, make connections. Try to understand people's hopes, dreams, and frustrations. Explore the social system and make connections to create new opportunities.
6. Disrupt routines. Many beliefs are embedded in habitual routines that run on autopilot. If a routine is a problem, disrupt the routine to create new possibilities.
7. Act as-if in the here-and-now. You can test beliefs even if you don't believe they are true. All you need to do is act as if they were true and see what happens. If you find something that works, do more of it.
8. Make sense with stories. If you give people facts without an account, they will explain it within their existing belief system. The best way to promote a new or different belief is not with facts but with a story.
9. Evolve yourself. If you can be open about how change affects you personally, you have a better chance of achieving your aims. To change the world, you must be.





David Burkus

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The Myths of Creativity

Ideation & Creation

Ideation and creation have been a big part of my work. I've written five different books, and the biggest one was my first one - the myths of creativity, which is about the myths and misconceptions about creativity.

There are ten myths in that book, some of which I subscribed to before I started researching the book, and one of the biggest ones was the expert myth or the expertise myth.

According to the myth, the more we know about a subject, the more likely we can solve the problem using our creativity and ideation. And, the truth is that's not accurate. As we increase in knowledge, we increase our creativity in our ability to solve problems but only to a certain point.

And then the correlation goes back down, and further expertise limits our ideation and creation. Research shows that the reason for this is that as you're coming up with ideas because you know so much, you also start to think of why your ideas won't work, and you end up not implementing most of them.

You need to do things to deliberately keep an open mind and keep learning about many different fields, not just the one we're getting a degree in or pursuing a career. When you look at disruptive innovations or ideation methods that add value to a company you'll find that most have one thing in common. Disruptive ideas are created because people applied a concept from one field to a totally different discipline and created something new.

Most innovators start in one discipline, move to another and apply the lessons from both to solve a problem in a whole new way. So, in my own life, I incorporate this in a couple of different tips and hacks. The first is that I'm deliberately trying to learn about new fields all of the time. So, I'm always watching videos on YouTube.



For example, my big thing right now is I'm trying to learn as much as I can about filmmaking and video creation, not only for my career but just it's fun, and I get to know different perspectives. I think all of us need that, and this is more than just having one hobby. It's what are you doing to deliberately keep track of or learn from many different fields that are not your legal career.

I'm a writer and an academic by training. Producing videos and films have nothing to do with academics. But it's fun, and it makes me learn new things which I'm not exactly certain how I'll apply them down the road, but I know they'll be somehow helpful. It always works out that way.

The other tip that I have for that is to make sure that you are spending time with people not in the same industry as yourself. Or those who don't share in your worldview or political ideology. Make sure you're spending time with people that are different from you. What you will learn from that is the world's a vast place with much raw material for ideas, but you'll need to get broad and keep a working knowledge of everything that's going on.

If you do that, you're much more likely to find an idea in one area that maybe you just studied a little bit. And find a way to bring it back to your field, and you'll create a ton of value for yourself and for society. Remember, ultimately the way people create value for themselves is to create value for their community first. That's always been that way. It only ever happens that way.

So, you don't do this by chasing expertise. You need to start with the foundation of knowledge in a specific field, as you push the boundaries of what you know and keep a working knowledge of lots of different fields.

The best way this is described in the research literature is by being T-shaped. If you think about your experience, there is a vertical line like the vertical line in the capital letter T representing your deep level of expertise in one area.

Still, then there's also a horizontal line that goes across that makes that capital letter T, and that's the idea we use for keeping a working knowledge of lots of different other fields. Be T shaped. The world will make you shaped and just let you grow in one area but be T-shaped and keep being T-shaped.

Open & Balanced Mindset

The mindset pillar also resonates with me because I felt like its ideas can be compared to the book, I wrote - Friend of a Friend. The book is about how networks form, how people connect with communities, and how they interact with them. The book expounds on what network means for your professional system, and how you get the things out of life, your career, or your company you want for them.

Networks form clusters; systems form tight silos around shared ideology or shared background or shared ethnicity or shared gender. People who think alike are clustered together, and this is a problem - if you're around people who don't have a good enough mindset for themselves, then you're going to think like them. That's a problem for sure,



but most systems think that even successful people can end up losing everything or making a terrible decision.

The leaders of businesses, companies, and governments can make horrible decisions when surrounded by people who think a lot like them. All this is in the network science literature, referred to as homophily, this clustering around the same sided ideas, limiting your perspective. And business history is full of this, by the way.

Xerox invented the personal computer; you know that the graphical user interface that made the personal computer, whether it's Mac Macintosh or Windows, that made it possible, was invented by Xerox.

They didn't develop it. Their senior leaders thought this has nothing to do with making copies of physical paper. The future is in documents, not in this thing. So, we're going to pass on it, allowing Apple and Windows to develop it underneath from underneath them and lead to a lot of financial troubles for Xerox.

Kodak invented the digital camera. The people created that little thing on all of our smartphones now to take photos electronically at Kodak, who was the most established company in making films. Still, their senior leaders, who were too clustered and too all in one agreement about the way to see the world, decided that the future was in the film because the film had better quality than this tiny little prototype that they were being shown.

They couldn't think that as technology increases the resolution, the quality of these photos would increase. Now every one of us has on our smartphone, has a camera that is better quality than what a film camera could ever produce, and Kodak would have been the beneficiary of that, had they seen that future.

So, the big hack that I have or tip that I have for this is, over time, I've learned to audit my network and keep track of the people that I am talking to, I asked, I work with many executives where I asked them to do the same thing.

I look at about the last 25 people that they interact with most frequently. I tell executives, let's get your calendar out and let's see who's been in the meetings you've been in over the last three months and make a list of the top 25 people that you're interacting with and then see how much different or similar to you they are.

Almost everybody ends up in a scenario where 15 to 20 of the 25 people are very, very similar to them because it's comfortable. We like having conversations with people that agree with us. We love people who think like us because clearly, they're brilliant.

The only problem is that we're limiting ourselves and our perspective. We do not see the whole world as it is. We see it just through this one lens shared by people with our similarities, and we end up making those Kodak or Xerox decisions. Now, the good news is that most of us, when we do this audit, find that we're not talking solely to people that we're similar to.



We're also talking to people we're different from and in being different from them, that this is good news because we know that if I spend more time with that person, I'm already talking to them a little bit, but I need to invest more time with that person.

Let them introduce me to more people that they know to learn more about their perspective. Then you grow much better. You learn many different perspectives. You know I've heard it often said - if you're the smartest person in the room, you're in the wrong place.

Still, I also think if you're entirely comfortable with what everyone in the room is saying, you're in the wrong room because you're in place of people that just agree with you. Instead, you should deliberately seek out conversations with people, who see the world differently and that will make you uncomfortable.





Dr. Riad Hartani

I was born in Algeria, then mostly lived in San Francisco, California, and Vancouver, British Columbia, and Paris, Tokyo, and Hong Kong

What I do: Tech Nomad - Building advanced technology startups and taking them to market globally

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The Journey Is Always More Important Than the Destination

Travel and exploration

I have spent a good part of the 2000s and 2010s building high risk/return Internet tech startups, mostly out of the Silicon Valley and other tech hubs worldwide. In doing so, an essential challenge post building high tech product is to take them to global markets. This got me to circle the world many times, working on global deployment. On some occasions, I had to visit over 20 to 25 countries in a single month.

The challenge was to adapt to different cultures, styles, habits, and ways of doing business at a very high frequency and being forced to adapt rapidly. Simultaneously, traveling places and meeting people ended up being something that helped me advance some of the startups and get them to success. Travel is also about adapting, understanding, getting an advance, and accepting. These are fundamental to an entrepreneur.

It is all about keeping the eyes wide open, feeding the mind's curiosity, and listening to all signals. It is about learning and knowing that the more one learns, the more there is to learn. Once that sinks in, the journey becomes what matters, way more than the destination. And to make that journey fulfilling, learning to live with that sense of discovery and exploration, that feeling of jumping out of the comfort zone is paramount.

At the end of it all, it is that "Just go, see the world, and make it a better place" that fuels a lot of what entrepreneurship is all about. I had lived that myself and lived it through many other entrepreneur friends around me. I recently wrote a book titled "Tech Nomads of the Universe," and the whole story is about travel and innovation across cultures and geographies. By the time I had finished writing up that book, highlighting stories around the world, I was sure of one thing: travel, discovery, and exploration are a bit like the spices of success and fulfillment. At least for me!



Following Latest Technologies

It is said that a lot of what one grows up with stays with him for the rest of his lifetime. I have grown up in Algiers, and as a kid, there were few TV animations that I couldn't miss. It happens that they were all about space, robots, and things at the edge of science. Animations, yes. But still, at that tech edge. It got me to open up my curiosity and also wanting to get into that high tech edge.

That ended up being the case as I went into advanced research and then building startups over time. In essence, it is that feeling of tracking the latest technologies that have been the guiding principle of a lot of what I have done over the last decades. It is about curiosity, wanting to know where things were heading, desiring to build the next thing, and in some sense, a bit like wanting to leave in the future. Ironically, it all started with TV kids' animations!

It is all about knowing how to learn enough about some things to decide whether one wants and understand more about them. It is all about being curious enough to learn new things and favoring the "what is next" versus the "where are we today," the "how it could potentially help me," then "is it useful for me right now." Advancing technology will always be something human beings will aim for, as it fulfills that sense of exploration, discovery, and moving forward.

For some reason, it is what human ingenuity is all about. Following the latest tech has that sense of having one foot in the present and one foot in the future, and in turn, that is what gets the entrepreneurs to make that jump into the unknown. Jump first, and you will figure things out, kind of thing!

Additional Thoughts & Advice for Upcoming Entrepreneurs

The formula for success is a bit like a food recipe of sorts. There are as many formulas as there are delicious dishes out there. There is no single formula. One has to come up with his formula. Moreover, one can hardly know that formula ahead of time.

One learns it on the go. Trial and error, fail and try again, observe, and adapt. At the end of it all, one would wish he had done things otherwise, a bit different or even a lot different, regardless of success and prosperity. The secret is to accept what one ends up with and be happy with the outcome, knowing one has given it its best. Harder said than done, but well, so be it!





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Even Old Dogs Learn New Tricks!

Continuous Learning

Have you heard the saying ‘An old dog can’t learn new tricks?’ Well, as far as the brain and learning are concerned, it’s not true. Even older people can learn, and when people have trouble learning, it’s usually because they used the wrong method.

Most people think that learning happens in the prefrontal cortex for rational thinking, when, in reality, it happens in your limbic system, where emotions are processed.

The hippocampus, which is the filter for incoming new information, is located in the middle of the limbic system, right in between your nucleus accumbens for processing positive information and the amygdala for processing negative information.

Whenever you learn something new, you have to make sure that you have what I like to call emotional relevance. What is emotional relevance? Some people learn a new language to put it on their CV because it looks good, and they usually fail with these attempts because there is no emotional relevance.

Our brains only learn when we are deeply emotionally involved when what we learn matters to us. To give you an example: I’m fluent in six languages, and I always had an excellent reason to learn them.

For example, when I was a student, I wanted to live in Sweden. I was living in Austria at that time, and I simply joined a Swedish choir and made Swedish friends and learned Swedish by singing Swedish songs. By the time I moved to Sweden, I was fluent.

I learned languages in three parallel ways;

- I was working in the laboratory and exploring how the brain processes language.
- I explored the language based on the insights I had on how the brain works.
- I also supported myself working as a language teacher.



Sometimes I had students who didn't want to learn. The employer sent them to, language lessons and I was their teacher. The first thing I always asked was, "What are you truly passionate about?"

One of my students was passionate about World War II weapons and tanks. I said, "Ok. Bring your miniature tanks to our lessons and we talk about them in English."

And even then, this older executive who didn't want to improve his English learned because we found a topic that truly mattered to him. So, when we try to learn something, we have to make sure there's emotional relevance.

Learning is not a rational process, it's an emotional one.





Jareer Oweimrin

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Be Calm, Composed, and Thoughtful

Self-discovery & Improvement

We all go through different life experiences daily. Some are more impactful than others, often leading us to reflect on how the situation transpired and what could have been different to reach an optimal ending. You do find out that small traits you never knew existed or never made it to the surface below. It's at these points where only through the proper reflection do you realize that acknowledging and recognizing that trait helps you propel your own persona's molding.

That persona is continually being tested and stressed to bring out your more improved you. That discovery of these traits begins to mesh with other characteristics you've strengthened over the years, but you'll also have to find a new balance as the order has been altered. New traits like tenacity need to be balanced with persistence to ensure you're not alienating clients or colleagues.

New traits like calmness in stressful situations need to find its new equilibrium with ambition. These discoveries apply to behavioral characteristics as much as they do for knowledge and skills. As you mature into a professional adult progressing through life, you should know that time for self-discovery enables your opportunity to manage your persona and the implications of the decisions and actions.

All this happened recently to me as our business came to a screeching halt, similar to many who lived through COVID-19. Our company deals specifically with meeting and event spaces in the hospitality business, so we knew that our business would be affected. After four years of building a business, we saw our work crumble in a matter of weeks.

It was during that time that we went through a reckoning. What should we do, and how should we do it? A significant change is inevitable. A survival mechanism kicked in.

A defense mechanism that I never knew existed started to protrude. It was pronounced and shook the calm within. How could this dormant trait be managed while ensuring its



balance with all the other characteristics that had been previously developed? I realized that it would take more than subduing it to handle the situation.

Suppressing the urge to react would not solve the issue. It would still require calmness, an in-depth analysis of its root, and the extent of the impact on other facets of my personality. With those particular steps, I could adequately navigate the stress and manage the situation more objectively. Until this day, I reflect on the importance of discovering it, articulating its importance, and resolving its placement with my professional persona.

But through all this I learned that an entrepreneur should always - be calm and composed in action, careful and comprehensive in thought, mindful in reflection and happy in response.





Koh Tsu Yi

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Adopt a Beginner's Mindset When It Comes to Learning

Self-discovery & Improvement

Early 2017, I was forced to shut down my business. (I ran a franchise business in child supplementary education). I had a 6-figure debt, jobless, and even ended a 7-years long relationship. It was my darkest moment in life - feeling defeated, hopeless, and helpless.

As an ambitious woman, these setbacks (that happened all simultaneously) were a big blow. I lost all confidence to strive for success. Out of desperation and barely surviving, I explored various avenues, went out of my comfort zone, and did things I'd never thought I would. There were many trial and error and endless failures along the way. I became exhausted - mentally and physically.

My body got weaker, and I began to accumulate a couple of illnesses within months. That became my awakening moment when a thought dawned on me, "how can I thrive when I can't even survive?"

Healthy Lifestyle & Habits

In that instant, I decided to commit to self-care, learning, and growth. I started my self-care regime, sought personal development mentors, and practiced everything that I learned daily. The new routine and lifestyle helped me regain my strength and confidence to rebuild my life from zero. I grew from being powerless to powerful. I finally feel alive again! I have been exercising these healthy lifestyle habits consistently until today.

Continuous Learning

While I got my health back in check, I never stopped seeking learning opportunities. One of the highlights in my life which contributed significantly to my personal development, specifically in self-discovery and continuous learning, was attending Tony Robbins' Unleash the Power Within Seminar.



As I reminisce on this moment, I feel very grateful to have the opportunity to participate in his live seminar. It was a fantastic experience being in a room with 13,000 other participants where everyone had high energy and constantly at peak state! The four days seminar was so impactful that it created a breakthrough for me. It has helped me uncover and discover more about myself while bringing more certainty to my life's goal. It was then that I decided to be a personal development Life Coach.

Subsequently, I have always sought ways to continuously improve myself by attending seminars, exploring various jobs as a freelancer (aside from my full-time job), and enrolled in online courses. All of these have allowed me to learn at a fast pace, gain many new experiences and exposure, and broaden my network. The journey isn't always smooth. There are times when I would feel exhausted and overwhelmed with further information, yet I kept going because the only way to progress and achieve success is by taking action.

Success is a journey of progression supported by a continuous process of learning and development. Embrace the process and enjoy the trip.

Additional Thoughts & Advice for Upcoming Entrepreneurs

- If you want to be successful, you need to be committed to your goal. The journey always starts with your way of being – adopt the right attitude and personality.
- Patience, Persistence, and Perseverance are the three key behaviors that show up for me.
- Be open to learning. Regardless of your status or position, adopt a beginner's Mindset when it comes to education.
- Create a daily schedule that incorporates self-care (such as facial, physical exercises or workouts, meditation), personal time with loved ones, reading for learning and development, and work. Ensure that your schedule is practical and useful. Its objective is to serve you and be your guide to living a healthy and balanced lifestyle.
- Engage a coach or mentor that can support you in achieving both personal and professional goals.
- Last but not least, surround yourself with like-minded people. People who are at a similar wavelength, if not better. This is so that you can learn and contribute to one another.





Muhammad Chbib

I am from Munich, Germany

What I do: CEO of Tradeling, the hyper-growing eMarketplace focused on business-to-business (B2B) transactions in the Middle East and North Africa (MENA) region

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There Is Always a Silver Lining

Self-discovery & Improvement

Early 2017, I was forced to shut down my business. (I ran a franchise business in child supplementary education). I had a 6-figure debt, jobless, and even ended a 7-years long

Ideation & creation

I love bringing my ideas to life and seeing them positively impact other people's lives. As I was still at school in Germany, I first discovered my entrepreneurial spirit. When I was 12 years old, I bought a second-hand bicycle for 40 Deutsche Marks. I did it up a bit and sold it at a 50 percent margin. That meant I could buy two more bikes, and it essentially kick-started my first trading business. It taught me special skills, like how to negotiate and how to sell. These are skills that are still relevant to me today.

While I was probably the richest boy in my school at the time, walking around with hundreds of Deutsche Marks in my pocket, I knew that selling bikes wasn't going to make me rich in my adult life. So, I started thinking about what to do next. With my earnings, I bought a computer and started teaching myself to program. It was more of a hobby than a business, but it held me in good stead and helped me land an office job while studying. It is a matter of being proactive, forward-thinking, and seeing your ideas through.

Many people have brilliant ideas, but they don't know how to see them through and bring them to market. They often give up at the first hurdle. I have learned that you have to fail first, which is the only way to learn from your mistakes. Failure is nothing to be scared of, I have failed many times, and each time I have emerged more robust than ever before.

You also have to be agile. It is a critical component of survival for any business. I am an avid fan of McKinsey's Pyramid Principles; which I have applied to any company I have led. They allow you to see things from multiple perspectives and adjust accordingly.

To give you a recent example, at the start of 2020, I was ready to launch Tradeling, a brand new B2B eCommerce marketplace with a killer business model set up for success.



We were just about to launch our first two verticals, Food & Beverage and Office Supplies, and the whole world came to an abrupt halt due to the global pandemic. Businesses shut; hotels closed; our real reason for being was no more.

I am not a defeatist. There is always a silver lining somewhere; you just have to take stock and find it. Then it is a matter of readjusting and realigning your business to adapt. We did precisely that. We had two choices: delay our launch or adjust. We look at the more challenging route. We quickly realigned our business model and launched an unplanned vertical - Health and Wellness.

We capitalized on an opportunity at the right time, creating a digital marketplace for business buyers to trade in masks, gloves, sanitizers, and protective equipment. It was a vertical that was relevant to the market realities and will be for a very long time to come. Meaning, we had a revenue stream, and I didn't have to lay off a single person. In fact, because of our agility and readiness to embrace something new and see opportunities in times of adversity, we are snowballing.

We now have more than 100 people compared to just 30 before the crisis. It is a matter of looking for opportunities and adapting to capitalize on them. You also have to make business decisions for the long-term, which means being tactical, exploring revenue-generating streams, and executing them.

Additional Thoughts & Advice for Upcoming Entrepreneurs

The global pandemic has accelerated the use of eCommerce globally, and this is a trend that will continue. Businesses need to evolve with it and embrace the digital transformation, or they will be left behind. But at the same time, it is critical to keep the human touchpoints to ensure you don't distance yourself too much from the customer. It can create a disjoint.





Mohamed Isa

I am from the Kingdom of Bahrain

What I do: Investor, Business Advisor, Board Member, Award-Winning Speaker, Amazon's Bestselling Author, Publisher, and Tour Director!

Find me on [Instagram](#), [Twitter](#), [LinkedIn](#), and [Website](#)

Be Curious. Be Adventurous. Be Marvelous

Self-Discovery & Improvement

I am a curious person. Since a young age, I have loved reading. I cannot resist books. When I was 13, I read a Career Guide, in it, the Accountant commanded the highest salary. Since then, I have decided to be an Accountant. It became my goal.

I asked my cousins and teachers about the profession. I was on a mission. I passed my Certified Public Accountant (CPA) Exams in the USA. After that, my career accelerated. I was the youngest CFO of a publicly listed company in the Gulf States. I was only 26.

Travel & Exploration

Since July 2016, I have worked as a part-time Tour Director leading tourism tours in Europe. And, what a way to travel the world for free! The rewards for such a job are many. I get to meet different people from different walks of life. I learn from them.

I collect original stories and anecdotes that I could use in my articles and speeches. I experience diverse cultures. I explore history and heritage. I look for business opportunities. And as a bonus, I have fun in the process.

Diverse Hobbies & Activities

I enjoy creating networking opportunities for others to find employment opportunities, business ventures, and much more. In November 2018, I started a WhatsApp Group for the University of Hull Alumni in the Gulf States.

Since then, we have been adding value to each other. A colleague recommended my name to join a Supervisory Board for Tech Startups in the USA. And I did. Once the business takes off, I expect a sizable financial reward.



Regardless of your beginnings and your current situation, you can transform your life. I am sure you heard the term “Self-made.” All of us are self-made, whether we admit it or not. We can be successful or not. It is our choice. Make the right choice.

Be Curious. Be Adventurous. Be Marvelous. You can do this!





Mohammed Madani

I am from Jeddah, Saudi Arabia

What I do: Director-General, Center of Spending Efficiency business owner best spots trading establishment + spotspal app Soccer Team Coach/Leader

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Passion Often Leads to Purpose

Diverse Hobbies & Activities

Since I was a little boy, I was always drawn to different sports. I used to be very active during most of my childhood. One sport in particular that I was so attached to is soccer. I loved everything about it, but I have never been a fanatic towards a team. My obsession grew with me, and later during my career, I started organizing extra-ordinary soccer practices.

I took the organizing part to a new level by using different tools; some were already available and others I had to create from scratch. I had to learn a few things to enhance my capabilities in coding, for instance. I did this until 2012, when I discovered I wasn't really about soccer, rather than my passion for organizing and guiding others. That became my business model that I have been working on for the past couple of years.

In summary, I'll say -

- Find your passion and link it to your purpose.
- Embrace your areas of strength
- Take the initiative to make the change.
- Avoid staying in your comfort zone.

Continuous Learning

I would start by giving all the credit to my father, who has always pushed me so hard to learn new things and never claim I didn't know an answer to a question he had asked. Since my childhood, this behavior triggered something inside of me, curiosity. I believe it is the key to always wanting to know more.

It has become a habit that whenever I am asked a question, I don't know the answer to, I hardly ever say I don't know but immediately look for an answer. Such a behavior has broadened my knowledge and understanding of how things work in general.



Although I have three different educational backgrounds, and all from decent schools in the USA, I still see the most valuable things I learned were on the go.

Always remember -

- A day passes by without adding to your knowledge, it means you've somehow fallen behind.
- The world is moving very fast; you need to keep up. Try edx.org, Coursera, Udacity, and many other platforms that provide unconventional education.

Additional Thoughts & Advice for Upcoming Entrepreneurs

Whether you want to change the world, you simply need to improve your career or start your own business, it all begins with you. You are the one who needs to take the initiative and make the first move. Think, what are the odds someone will come and give you that little push out of kindness?





Michelle Kwok

I am from Vancouver, Canada

What I do: Co-founder & CEO at FLIK

Find me on [Instagram](#), [LinkedIn](#), and [Twitter](#)

Medical Science Student Breaking into Entrepreneurship

Diverse Hobbies & Activities

While I was in university, I was pursuing a medical science degree, encouraged to do so by my traditionally-minded family, but I felt so narrowed in academics. I knew from a young age, my family wanted me to be a doctor, but I wasn't always sure about the path. So I started thinking about the passions I had outside of school. I began to join clubs that had nothing to do with my degree, like Sports Business Club and Right to Play, because I wanted to explore something new, some other areas I found interesting.

From there, my extracurricular interests expanded from videography to branding to entrepreneurship. With my skills in videography, I figured I could break into content marketing. I cold-emailed brands and cool startups, asking to volunteer my time as a 'content creator' since I taught myself how to create videos and edit. I used this 'marketing' skill to get my foot in the door, then pushed the envelope in each position I received to get hired into more comprehensive scope positions.

I helped launch a digital marketing agency between rigorous study sessions, worked for Bumble, developed sport business partnerships, and created events challenging GenZ strategists to take on the world's most significant issues. All because of these "apprenticeships" I made for myself in university, I translated my experiential learning into real-world situations and worked in everything from content marketing to events and partnerships to product development.

Even though I was a medical science student, I probably had more business experience than business students. I started posting my story on LinkedIn, honing my one-liner as the 'medical science student breaking into entrepreneurship' and began to build a personal brand that opened up many non-medical opportunities.



Looking back, I can see the seemingly unrelated pieces of my puzzle coming together to form a purposeful image. Going through pre-med helped me improve my analytical thinking; learning to overcome external pressures to follow genuine passions gave me the self-confidence to pursue social entrepreneurship; being a leader at an all-girls school during my formative years showed me the global importance of female mentorship and empowerment, and my work during college allowed me to develop the community-building talents that are so key to FLIK's success.

Over the years, my diverse experiences and hobbies have played an integral role in my present and future.

Additional Thoughts & Advice for Upcoming Entrepreneurs

If you're an aspiring entrepreneur, here are some of my most incredible tips:

1. You have a personal platform, so get your entrepreneurship story out there. People want to hear from you and help you. Hone your story and start building your network today – you never know who will hear you and invest in taking you to the next level.
2. Find a side hustle skill like I did with videography. Develop it and find ways to apply it in real-world settings. Once you get your foot in the door, keep pushing for new opportunities.
3. GET EXPERIENCE. Whether that's through apprenticeships, internships, freelancing, volunteering, etc., you need to get experience in your field or discover entrepreneurship's inner workings to take the next big step.
4. Look back on your life to see what you've been passionate about, where your puzzle pieces fit. Entrepreneurship only works if you're building a solution to a problem, you're intrinsically motivated to fix.
5. Lastly, develop blazing confidence in yourself. If you don't believe in yourself, why will others? If you think you can do it, you WILL do it.





Nader Amiri

I am Canadian/Iranian, raised in Dubai

What I do: Entrepreneur (Founder & COO of eGrocer)

eGrocer socials: [Twitter](#), [Instagram](#), and [Website](#)

There Is Always Another Way

Ideation & Creation

Even while I was in a corporate role for over ten years before starting my entrepreneurial journey, I was always told that I have unconventional methods. Just because “something didn’t work before” or “that’s not how we do it” never stopped me from seeking alternative ways to reach our goals.

My most fond memories are how I lead the team that helped establish Oreo in the GCC when it was initially ‘failing’ as it was not what the GCC consumer was used to seeing as a ‘biscuit.’ (Most customers said it is like charcoal, biscuits should not be a chocolate shell, it makes my kids’ teeth dirty).

While the company was about to delist Oreo from the region, we devised a 360-degree plan which included digital marketing (which was very new in the area 15-20 years ago), shunning TV ads for over a year (which was crazy to consider as TV was the ‘must’ when trying to build a brand), even rebranding the packaging to highlight the ‘biscuit’ even more (which was counter-intuitive given customer concerns), and other strategies and tactics. Those 1-2 years were critical to building Oreo’s acceptance in the region.

Eventually, we were called upon by the Global Oreo team to help guide all new countries launching Oreo and countries where it faced customer acceptance issues. The team has done a fantastic job after that to help make it a mega brand, not just in North America but also everywhere now!

Eventually, with the amount of bureaucracy in corporations, I never felt satisfied and always had more ideas to explore. Hence, I started getting involved in the startup world in various ways: attending groups & conferences, helping on projects within my areas of experience, and even investing.



Till I eventually left the corporate world to start a grocer.

- Don't be afraid to share your ideas; you can see/hear many different perspectives by sharing. I always like to use an example of an idea as a 'Wikipedia' page that you start and manage. People can come and edit and put their inputs, but eventually, you can shape it to be in the 'final' version you want
- Just because 'this is how we do it' or 'it didn't work before' shouldn't stop you from creating and doing something from a fresh angle

Self-discovery & Improvement

Thanks to some great professors, bosses, and family over my formative year, I always had a notion in my head that I don't want to become a 'dinosaur.' To do that, I had to immerse myself in learning many things and improving in the ones that I found more interesting. I love reading all kinds of books, from different business books to autobiographies, history, sociology, psychology, physics (time travel theories, quantum computing), and even more!

Even earlier in my career, I remember every year asking for new roles and tasks to do so I can learn more, which also helped me know more about myself... what I like and dislike, from sales to trade marketing, brand management, and innovation management, among many other broader projects. Even on the personal front, traveling itself, whether with friends or alone, helped me explore what and how everyone else is living and more about myself in reflective phases.

I love the Japanese philosophy of Ikigai, and having learned about it earlier, I set myself on the path of finding this equilibrium.

- Read and not just one genre/type... it helps open the mind.
- Meditation helps your stress & to clear your mind and enables you to see & hear & reflect on your thoughts. Start ease, no rules, no period, just sit in silence.
- Always dabble in new things, familiar and unfamiliar, to push the boundaries of your mind and experiences.

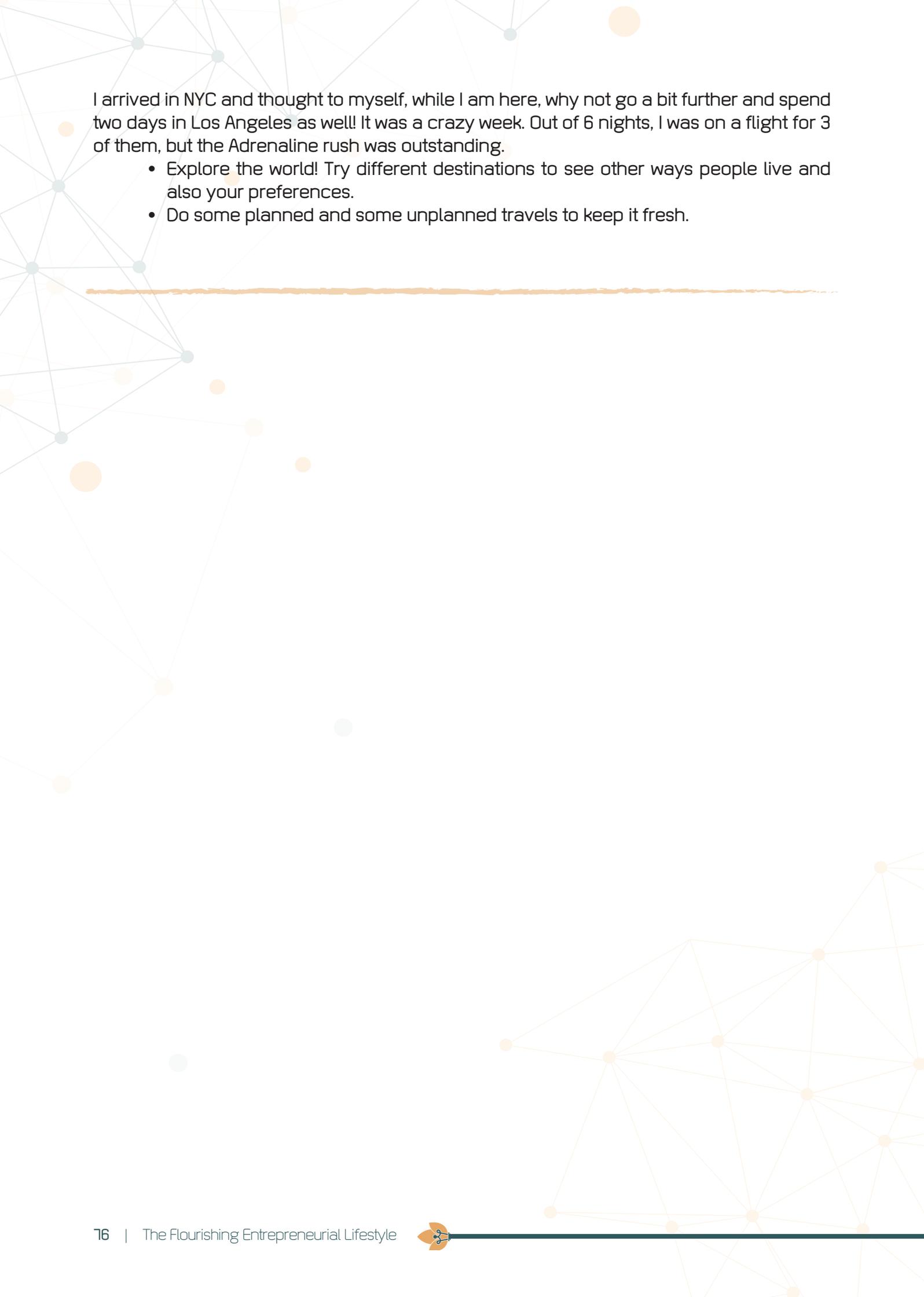
Travel & Exploration

Thanks to being in Dubai, travel is easy! I love traveling and exploring, with cities being my favored type of destination, though one of my last long trips a few years back to New Zealand changed this for me.

I must say that from all my travels, it is my favorite destination by far now. Though my favorite story was back in 2010, we suddenly got an extra-long weekend, and based on a wager with a friend; I went on to take the next flight out, which happened to be New York.

I remember the feeling that my brain hadn't processed that yet, and I remember waking up mid-flight wondering where I am and why I am on a plane!





I arrived in NYC and thought to myself, while I am here, why not go a bit further and spend two days in Los Angeles as well! It was a crazy week. Out of 6 nights, I was on a flight for 3 of them, but the Adrenaline rush was outstanding.

- Explore the world! Try different destinations to see other ways people live and also your preferences.
- Do some planned and some unplanned travels to keep it fresh.





Nara Iachan

I am from São Paulo, Brazil

What I do: Co-founder and CMO at Cuponomia. Experienced in marketing, passionate about communication and advertising

Find me on [Instagram](#) and [LinkedIn](#)

Don't Dwell on Your Mistakes

Ideation and Creation

I always wanted to reinvent everything around me, thinking about new solutions, and often putting them into practice. I don't like standardized things, and I still believe that things can be done differently and achieve better results.

I have a creative profile, which was significant at the beginning of the Capoeira, and it is still essential nowadays for each new feature.

- You don't have to accept things as they are. You may want to change them.
- Focus on the goal of facilitating and improving people's lives.

Continuous Learning

We often make mistakes along the company's trajectory, and this is normal. Instead of thinking about how bad the error is, I always try to get the best learning from each one.

I believe that everything is useful for education, and that allows the accumulation of knowledge. Our philosophy is always to test, even with the risk of error.

- Test a lot.
- It's difficult, but try not to be so upset about mistakes.
- Keep everything necessary for each experience. Everything can be useful in the future.

Travel and Exploration

The habit of traveling is something significant in the trajectory of Capoeira. We learn many habits and trends in each country we visit, especially when the coupon and technology market is more relevant. Before bringing the culture of coupons to Brazil,



I went many times to countries where coupons were used a lot, and I tried to use coupons for everything: food, transportation, shopping, and others. It taught me a lot.

- Prioritize places where your market is strong.
- Interact with other entrepreneurs and other companies.
- Observe the habits of people from other places.

Following Latest Technologies

To provide the best for our users, it is essential to know all the new possibilities. To be a useful resource optimizer, it is necessary to know all the recent technological trends. We are aware that not using those new resources can cause us financial loss and rework. I like following all the news, participating in events, and taking refreshing courses. Google (one of our investors) helps us a lot with this and always offers tools, events, and courses.

- Test all the news.
- Update yourself. Make courses, go to events, read often.
- Test the tools of your competitors





Rania Batayneh, MPH

I am from Portland, Oregon

What I do: I am a Nutritionist and a #1 Amazon Bestselling Author of *The One One One Diet: The Simple 1:1:1 Formula for Fast and Sustained Weight Loss*

Find me on the [Website](#), [Instagram](#), [Facebook](#), [Twitter](#) as well as [here](#) to view more information on my book, *The One One One Diet*

It's All About Mindset

Open & Balanced Mindset

In my 20-year career as a Nutritionist and Wellness Coach, I have learned so much from my clients and readers. Ninety-five percent of my clients have the same goal - weight loss.

But, everybody has a different lifestyle, and every body has different needs. For me, learning about each client's eating personality and their diet and weight history gives me insight into the best way to support their goals. I look at the client with a 360 degree approach. Learning how to eat right for weight loss should also make you feel more energized, satisfied, and above all else, confident as you move through your journey.

This is why I create strategies - behaviors that you can engage in daily that will give you results now, and in the long term. My focus is always on structure, not restriction. Through social media, we are exposed to products and diets day after day. My goal is to help my clients get the clarity they need to be more open and develop a balanced mindset regarding wellness and weight loss. (Yes, you can eat dessert and still lose weight!).

A few years before I started writing my book, I worked with pre-op bariatric surgery patients on a supervised diet and weight loss program, giving them the tools and strategies to achieve the criteria set by their insurance provider of a 10% weight loss prior to the surgery. Patients who met eligibility criteria at the time of initial presentation qualified for surgery. Patients who successfully reached their target goal weight now had clearance to have surgery.

Additionally, patients who successfully lost the 10% weight loss requirement had healthier outcomes with less postoperative risks associated with the surgery. Further, I continued consulting with patient's post-op to ensure compliance with the dietary guidelines for continued weight loss without complications.

With that said, dozens of potential surgery clients opted out of the procedure. Working



together, they found that they not only were successful at losing the 10% weight loss requirement, but had learned how to finally eat right. The result: they continued to lose weight without the surgery. I share a testimonial from one of my patients who, to this day, thanks to me for finally teaching her HOW to eat right.

The thought of skipping a date with a scalpel and sitting down to a balanced 1:1:1 Meal was so reassuring to the thousands of people who have struggled with chronic dieting. To know that I was able to change and shift the mindset of a patient who so desperately wanted to have surgery to someone who wanted to finally learn “HOW” to eat using the 1:1:1 Formula was quite rewarding.





Rawan Bin Hussain

I am from Kuwait

What I do: Legal adviser / Public Figure

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I Get Up Quickly

Diverse Hobbies & Activities

I think having diverse hobbies and activities is something I enjoy in my life. It is about goals that have nothing to do with work. It could be as simple as reading more, or it could be ambitious, like learning a new language. It's the type of goal that enriches my life, helps me develop new skills, and gives me a sense of purpose outside my work.

I have always loved my culture, loved our food, and our cooking. While my university and work-life kept me on planes and busy, the pandemic allowed me the time to explore this and become good at it. It is a feeling of accomplishment that I can't describe. Which is why I say sometimes your personal goals don't exist in a vacuum. They have the potential to lead you towards a happier, more fulfilling career and lifestyle.

It is the same with exploring other creativity areas (for me, it could be different for every individual). I spent time gardening, writing a journal every day, and keeping consistent with a few activities that I knew I wanted to look into for a while now. Not only did it give me direction during some tough times, but it also set the pace for what I may like and what may interest me in the future.

I enjoy sharing my hobbies and trying out new activities with the people I love; I think it brings a sense of fulfillment like no other.

Travel & Exploration

I've always loved traveling around the world, and it opens up so many doors; we meet new friends, we are introduced to new cultures, learn new languages, and I feel grateful to have something more significant than anything with monetary values, which is all of this experience and this insight, it is the vast network that I have built over time around the globe. This network has allowed me to work with so many international and local brands, which helped me grow professionally.



Every person I met has a story, and every word had a lesson that I've learned, which helped me grow on a personal level and mature. Sometimes you have an individual perspective or view on life or a given culture which can change, and it most probably will. Result? Growth. New experiences stimulate your mind, allow you to learn new skills, and think about challenges and daily issues differently.

Travel has a unique way of exposing us to experiences that create a mental shift within us that you just can't find by any other means. I have learned that if we continue to seek unfamiliar surroundings, meet new people, and tackle uncertainty head-on, we will undoubtedly begin to notice a change within ourselves over time. An open mind will get you very far on your travels! It will help you remain receptive to change as you soak it all in, effectively stimulating inner growth along the way.

Additional Thoughts and Advice for Upcoming Entrepreneurs

I've learned that "what doesn't kill you makes you stronger" I've learned that I have no room for failure, and I've learned how to get up quickly after I fall. People go through adversity every day, whether it's the loss of a relationship, a person, stress at work or school, or just anything that may trouble someone's life. No matter what events you go through, you have the strength to do what you want to do.

I've learned to accept love and respect myself, my body, and my features, where I come from because it all makes me who I am today, unique and different from others. While everything in life comes with its challenges, I have also realized that we have individual control and power over how we take these challenges.

While some pain and suffering in life are unavoidable and part of the human experience, much is self-induced by our thoughts and can be radically reduced by mindfulness practices and mental health tools. Learning to alter my thoughts has drastically improved my life. Working with the same types of challenges that used to cause me such panic, pain, and suffering has provided me a consistent level of calm, joy, optimism, and trust in myself and God's plan for me.

There are good people and bad ones, and learned 'The Masters,' who teach us the lessons that we exist for and help us grow at all levels. I choose to believe that no one is bad. Nobody is completely good or bad, but we all sometimes select the wrong behaviors and prioritize our relationships' wrong feelings. Either way, bad experiences are a reality that we have to try to live with, or we should try to use them to learn lessons from life that help us return to our journey.

I don't think it is worth any of our time to remain in pain and obsess over what should have been. When a situation arises that comes from a negative relationship or exchange, it causes us distress. Instead of making it bigger, I think we should train ourselves to take it as a learning experience.

I have learned to let go and that not everything I desire or want is meant for me. God has bigger plans for us. Over time, I have learned to let myself go and allow life to take control, take me whatever direction is chosen for me, what is best for me. We must accept the person we are in this moment and the way other people are, too.



As time goes on, we continue to learn that things don't always go as planned – actually, they pretty much never do.

And that's okay: If you become aware of yourself and your part of your relationships, they will improve; however, you may also have to accept facts about certain people in your life. Practice gratitude, appreciation, and trust in the process.





Redwan Abudawood

I am from Jeddah, Saudi Arabia

What I do: I am a partner at Palm Ventures

Find me on [LinkedIn](#) and [Twitter](#)

Healthy Lifestyle and Habits Stem from Core Beliefs About Life and Our Purpose

Healthy Lifestyle Habits

I consider myself as a modestly health-conscious person. My 'awakening' story began in my freshman year at college when my biology professor at CU Boulder Dr. Charlie Nuttelman.

Dr Nuttelman introduced to me the concept of partially hydrogenated oils and how consuming these oils, which are still present in most junk food, is worse than smoking.

As life went on and I started to focus more on my big why and long-term objectives, I found myself in the company of like-minded passionate dear friends who I worked with day and night on creating new projects and startups aiming at making an impact and accomplishing financial independence.

That long term vision and determination further fueled my journey toward better and healthy lifestyle habits.

As of this, it has more than 9 years since I quit junk food and soft drinks, and more than 5 years with almost no white rice, bread or added sugar in my diet. I maintain 1-3 days of exercise weekly. Recently,

I have been practicing yoga almost daily. To me, these habits are not merely to keep oneself in check, but rather a godly obligation on our soles and bodies to embrace and serve our purpose in this life.

To me, a healthy lifestyle and habits stem from core beliefs about life and our purpose in it. I highly suggest reading "7 Pillars of Health" by Dr. Don Colbert as the book provides a well-balanced wellness overview and plan.



When it comes to daily routine and exercise schedule, I found that exercising works best for me either in the early morning before starting my work activities (which requires sleeping early) or late in the evening after rounding up my work schedule.

I would advise experimenting with your schedule to find what best works for you, but then selecting a specific time for practicing to make it stick.





Saleema Vellani

I am from Toronto / Reside in Washington, DC

What I do: Serial entrepreneur

Find me on my [website](#), [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#)

Innovation Starts with Me

Self-Discovery & Improvement

Self-discovery is an ongoing part of life. With the world and technology moving at such a fast pace, we are being impacted daily, and as a result, we are constantly changing who we are.

During my first experience with a therapist, I was told that we are like onions. I was told that doing personal development work would help me peel layers to discover my true self and uncover my core values.

However, I found that there was only so much I could dig through before I ended up hitting a spiral of self-sabotage, where I started seeking validation from others always, and it took a toll on my confidence. I realized that there were only so many layers of the onion I could peel.

When my life crashed, and several events negatively impacted me over the course of a year, including getting laid off from all my gigs to being displaced for several months when my building had a destructive fire, it couldn't get any worse. To exacerbate the situation, I had trouble entering the United States when I returned from an Eat, Pray, Self-Love journey worldwide.

As a Canadian, I was given two weeks to find a job that would sponsor my visa. The hustle of setting up a 100 Coffee Challenge rebuilt my drive and resilience. It landed me a meaningful gig to research climate-smart solutions, such as hydroponics, to food insecurity for refugees in the Middle East and Africa.

Through reconnecting with my community, friends, and mentors, I realized how much people are willing to help when we simply ask. The new gig also led to many opportunities since I developed a real use case for social innovation that is still one of my favorite impact stories. It had a ripple effect.



As I entered the fields of design thinking and innovation, I started teaching entrepreneurship and design thinking. I became a keynote speaker, and I am now the author of *Innovation Starts with Me*, where I share my story.

I learned that we could peel our layers as we go through self-discovery, but we need to grow more layers simultaneously by doing impactful work aligned to our purpose and getting better at it over time. Our sweet spot is not just discovered; it's also developed.

I resonate with all of these, some more than others, at different phases of my journey. Travel & exploration, continuous learning and self-discovery & improvement have been the most critical constants.

Substantial spiritual depth has been significant during some of my most challenging times. I have a passion for technology, tools and have a creative, open mindset, especially when it comes to business.

When it comes to playing, I love taking on new hobbies and partaking in multiple activities, especially with my friends and community.

Additional Thoughts and Advice for Upcoming Entrepreneurs

Below is a tool I created to help you not only discover but also develop your sweet spot. Our life is like a series of projects. Try not to see your career as a series of jobs.

Take a flipchart, use a whiteboard, or even a piece of paper, and map out all the projects you've executed or contributed to. Which ones did you excel at the most? Which ones did you get the most positive feedback from? Which ones did you enjoy and would even do for free? Fill in these quadrants first, and reflect on them.

What are some ideas you've had in mind that are likely out of your comfort zone that you've considered experimenting with? For example, have you thought of starting a blog or podcast? Have you wanted to write a book or do more public speaking?

If they don't readily come to mind, or if you don't have any specific ones on the back burner, then ask a few of your friends and colleagues what types of projects or activities they think of when they think of you.

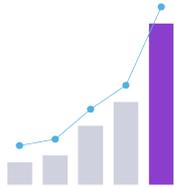
If you're comfortable with it, share the 3 filled out quadrants to give them some context regarding what you've already done in a snapshot.

As you work on those new projects, your sweet spot is likely to not only be discovered but also developed.



EXCELLED AT

Which projects did you excel at?
You're confident in these skills and others know you have them too.



PRAISED FOR

Which projects did you receive the most positive feedback on?
Some of the praise may have surprised you.



Finding Your Sweet Spot

LOVED DOING

Which projects gave you the most joy?
Think about the projects that you felt most passionate about.



OPEN TO TESTING

Which projects have you been keeping on the backburner?
These are projects that are outside of your comfort zone that you're willing to test.



SALEEMA VELLANI ©





Stefan Avivson

I am from Aarhus, Denmark

What I do: CEO & Founder of BMoreRaw.com.
I'm a serial entrepreneur and rock musician

My lifestyle is living life - I see no difference in business and free time - I believe everything you do, must be done with pleasure - so why not make it so?

Find me on [LinkedIn](#)

A Life Mission Will Keep You Going

Strong Spiritual Depth

Eight years ago, I had a unicorn in the shipping industry. We changed the world, the way people work in the industry with that, with that software we created that time but unluckily our investor died and at that time, I learned that you could not raise more money with dead investment law.

That's pretty hard. So, I spent all my money on trying to save the company, but I didn't. So, I lost all my money, and my mother died, and literally my complete life changed. I used to be a millionaire running around, flying around, having fun, and suddenly with no money, yeah, you're not roaming, stuck in one place.

And, having had depression for three years, due to those things and I went on the discovery, trying to find out what will make me happy and I learned what makes me happy is to help other people. If I help other people, it makes me happy. I don't care if you're having fun if you follow me in that sense. And having a goal in your life changes your attitude completely towards actually living life, instead of hunting life.

So, what I believe you should do, especially as an entrepreneur, is to find your mission in life. The mission in life is typically much more extensive than what a company can deliver, but you have something to achieve as long as you have the mission. When you have something to achieve, that also offers some other cool things as people keep involved with what you believe is essential in life.

When that is present, you avoid the only proper thing that kills people besides diseases and loneliness. So, what I learned in my spiritual way is that it is to understand what my mission is in life, so I have a higher goal, so I know what I'm doing, and I can always put whatever I do into that context.



Diverse Hobbies & Activities

You need to find something fun that makes you happy. Something you can focus your mind on that isn't your start-up. Because if you are a real entrepreneur, you spend 100% of your time, even when you sleep thinking about your startup.

But, when you think of the same things all the way through, you're not able to reflect. Reflection is a very, very important part in, in regards to reaching a higher step, to want something more significant. So, find a hobby, and stick to it to help you get your mind off your business for a while.

Healthy Lifestyle Habits

One thing that has helped me a lot is getting a healthy lifestyle. I used to weigh 130 kilos but lost 50, and that gave me some more energy. I just skipped wheat and meat and alcohol.





Tejinder Singh

I am from India

What I do: Entrepreneur, Digital Nomad,
Startups Investor

Find me on [LinkedIn](#)

What Change Can You Bring?

Ideation & Creation

Ideation and Creation have been the essential pillar and foundation of my thought process my entire life. I have been a creative and ideation guy since the beginning. I have always been in love with creativity as it's the only thing that, to me, is original. Be it a logo or the startups I have created throughout my life, I have always worked on the blue ocean.

Creativity always gives you originality. I have made more than 20 startups in my life and exited almost 5 of them; the bottom line to this has always been the original ideation. Therefore, this is the essential pillar of all that I have done and continue to do.

I marshaled the ideation and growth of the first-ever onshore BPO for India, named "Sparsh," the first-ever to get listed on the stock market and the first ever to get acquired in domestic BPO space (by Blackstone backed Intelenet Global Inc).

I took the growth of Sparsh from ZERO to 8500+ team size in less than three years across five cities of India, serving telecom, retail, Airlines, BFSI, and many more verticals; Intelenet backed by Blackstone later acquired it.

Always think about what change can you bring? What is the problem which doesn't have a solution? Why doesn't it have an answer until now? What were the reasons for it?

If you think through all these, you will most likely give birth to an idea that will be creative enough to be unique and perhaps commercially successful.





Timi Orija

I am from London, United Kingdom

What I do: CEO at 4s-Events

Find me on [Instagram](#) and my [website](#)

Be Sure to Follow Your Dreams and Passion

Self-Discovery & Improvement

I went from dropping out and not finishing my degree in Management and Marketing to running a bespoke lifestyle management company.

We look after client requests from a global clientele. We source art, real estate, b2b introductions, and tickets to invitation-only events.

Furthermore, I was headhunted to manage the PR and marketing of a young, exciting racing driver Ayrton Simmons.

We cover everything from talking to brands and sponsorship opportunities to learning about the mind and sports psychology conditioning. Things are constantly evolving, both personally and professionally.

Much of this was created from the mindset of helping others.

An example is raising awareness and sponsorship for the team. It is not a 9 to 5 role, so always being innovative and thinking out of the box on bringing success off the track.

This interview is an example.



Additional Thoughts and Advice for Upcoming Entrepreneurs

- Never be afraid to learn the hard way and get stuck in a task or a role. This is part of the growth process.
- Be always learning and trying, and if it fails, it's not the end of the world. Try and try again and fail better the next time.
- Always be reading and keep up to date on current affairs. This could have a knock-on effect on your industry. The lack of traveling and tourism in the country is an example, with the lack of guests in hotels, restaurants, and stores have affected the balance sheet of many well-established businesses.
- Learn to give as much as you receive. The good guys can also win too, although it might take longer. There are no such things as shortcuts in life or business. Peace of mind is a beautiful thing.
- Follow your dreams and passion. No one's time is promised here on earth, and we could be gone tomorrow. Start today. Today is the first day of the rest of your life.





Vasiliy Ivanov

I am from Ukraine

What I do: Founder of KeepSolid

Find me on [LinkedIn](#) and [Twitter](#)

No Person Is Less Rational Than the One Who Thinks, "I Know Everything"

Ideation & Creation

Since I was young, I have always enjoyed creating as a means of avoiding boredom. When I got my first PC, it opened up incredible opportunities before me. I got excited and began my attempts to create something using the computer – from design to programming to hardware. The passion for creating something new stayed with me even after I got a job.

I kept experimenting, tried my hand at making all sorts of software products. And it is how my first startups and, eventually, KeepSolid was born.

An important thing here was to learn to manage resources properly and not take on everything at once. At one point, I flushed my entire budget down the drain by trying to run many projects simultaneously. Out of 6 products, we finished 2, and only one succeeded.

Self-Discovery & Improvement

No person is less rational than the one who thinks, "I know everything." I was like that, a person appeared in my life who helped me see that all my opinions about the causes of problems are just my point of view, not the reality.

Since then, I look at the world and people differently. I realized that different people perceive reality differently, even when discussing the same mug. It dramatically changed my attitude towards people and showed how much there is still to develop in my personality.

Using the Right Tools

As the head of an IT company, I realize how many opportunities modern technologies give us. A computer can now complete tasks in mere seconds that would previously take dozens of people. Where possible, I try to teach friends and colleagues about how to use technologies more effectively.



When hiking, I would always use a map and compass to navigate. It was not so easy to arrive at the right place on time. Nowadays, digital maps certainly simplify this process. They can even calculate travel times while taking into account stuff like traffic jams. Fantastic!

On the other hand, I see how dangerous these tools can be for the human mind. The longer we interact with the computer, the less sociable and friendly we become. Just look at young people in countries where children have mobile phones from an early age, a new form of addiction.

People glance away from their phones, this world seems hostile to them, and they dive into their phones again. The situation can negatively affect the next generation. That's why I always encourage my friends to distract children from their phones and do something real.

Healthy Lifestyle Habits

At first, we have no time for sports because we are busy with work, and then we have no time for work because our bodies start falling apart. I realized this after a long break in sports and felt all the buzz of physical exercise again.

Open & Balanced Mindset

While I was looking for mistakes in others, I had no chance to fix any situation. I was surprised to learn that I am the cause of everything that happens around me. With it acquired a superpower - the ability to overcome any problem :)

Continuous Learning

Recently, I have formulated an idea of development for my employees: personal development is not an increase in knowledge in some area, but an increase in abilities.

For example, a programmer may know five programming languages and 20 technologies, but still writes low-quality code. A programmer who knows only one programming language, but has learned to do it efficiently, will make their manager much more satisfied with the results.

Travel & Exploration

When my wife and I began to travel and get acquainted with different cultures, we realized how little we know about the world. It's exciting to learn other nations' history, their ways of thinking, and their life principles. It proved useful for the business too. I realized that our customers in different parts of the world think entirely differently and have different product expectations.

Following Latest Technologies

One of the most painful situations for a businessman is to find out that someone else has already implemented your idea. It was like that for me when I would miss a modern trend.



Strong spiritual depth

A few years ago, I was lucky to figure out wisdom: there are no bad people, but there are many negative experiences. An experience that prevents them from acting with good intentions. It became an essential principle of my behavior - in addition to finding good people/employees, I decided to help those who are already with me to overcome their issues.

Hobbies & Activities

I am lucky to have friends to share various hobbies with - sports, driving, travel, etc. Most importantly, having the right hobbies can also help you take your mind off problems or difficult tasks. When I am completely immersed in a hobby, all my attention switches to what I'm doing. It provides both a rest for the mind and an opportunity to find a solution later when I return to work.

A person's development is determined by their desire to create something in various areas of life. These ten pillars are a great way to build a detailed personal development plan. I would be happy to see such a plan to motivate children since school!





Viviane Paraschiv

I am Romanian born in Belgium living between London and Brussels

What I do: Working full time at Farfetch and co-founder of Twist Supper Club.

Find me on [Instagram](#), and [LinkedIn](#)

It's a Marathon with People Sometimes Throwing Bananas at You

Self-Discovery and Improvement

When I think about how much I've developed personally since starting to work more than ten years ago, it's almost breathtaking. Many people talk about the importance of self-improvement but often fail to recognize that it's something you need to do gradually, regularly; and it can hurt since not everyone is good at giving feedback.

You often hear that "it's a marathon," but I want to add that "It's a marathon with people sometimes throwing bananas at you and what matters is what you do with the banana."

When I first started in my professional life, I thought that I had to hide my bubbly and outgoing personality; otherwise, people wouldn't take me seriously. So, from the first day in my new role, I was laser-focused, making sure I was making a good impression, telling off my colleagues who were not following the rules, trying to make myself stand out in individual meetings or situations to show how smart I was. That all came from a place of self-doubt and wanting to prove something to others.;

I was successful in getting up the ranks quite quickly. Still, it also - obviously - backfired after a while with people in my team thinking I was backstabbing them (when I am a very loyal person) or saying I was only fun 30 minutes a day. It was excruciating to hear because I never wanted my colleagues to think that; I was doing a good job.

After the initial reaction, I took a bit of time to reflect on it, thinking about what led to the current situation and how I could improve. You have the power to change any problem if you are willing to change your approach and the angle, you're looking at it from because receiving negative feedback doesn't mean you've failed. Still, it's an opportunity to go further on your journey of self-discovery and improvement.



Always ask for feedback, even if you are not comfortable with it or think someone might not give you positive feedback. Once a week (usually on Friday), force yourself, take a few minutes to reflect and provide yourself with feedback on the past few days, but also acknowledge someone you worked with through a little message, a short email, a quick note, a word in the elevator. Give some to get some back later!

Also, listen to Audible to Brenne Brown's audiobook "The Power of Vulnerability." It's brilliant! And if you only have 20 minutes, listen to her various Ted Talks. That woman is not only smart but also very funny.

Continuous Learning

We often hear how important it is to learn at school and university with society, our parents, everyone putting pressure on those "formative years." But what I've realized is that learning never stops, or it should never stop.

I have an inquisitive personality, so I'm attracted to newness and the unknown, making continuous learning easy. It is a quality that I see as more important as we progress in this unfamiliar world.

Being a professional in Change Management and having led entire retail teams on Retail Transformation at Ralph Lauren, for example,

I have seen from my own eyes how some of my staff and colleagues were embracing new tools and ways of working more quickly than others, and it wasn't a matter of age, education or other criteria. It was their mindset and the way they were embracing change.

Because continuous learning is a skillset you can acquire and develop over time, but it's not instant if you've never been taught to think in that way. Adopting new situations and learning new skills, techniques, tools, and tech is crucial to survive and stay relevant.

Try and follow or subscribe to one newsletter or magazine that is outside of your comfort zone or your expertise. I can assure you will always learn something new and probably even spark some ideas for your own job/project/current situation.

If you haven't heard about it yet, read about the "Growth Mindset." One of my favorites is the [Ted Talk with Carol Dweck](#).

Using the Right Tools

I am a bit obsessed with the idea of using the correct tools because you can lose so much valuable time if you do not support your objectives.

When I was working at Louis Vuitton, we used to spend hours putting together a document that had to be read by our senior directors before important events. Hence, it was a very stressful exercise. We were compiling the information. Building this document was all very manual, usually updated up to the last minute, involved a lot of copying & pasting, which led to many possible errors and nightmares.



While we were stuck in the wheel like little rats in a lab, I realized there could be a better way of doing this. Unfortunately, I left the role a few months later and never got the chance to implement my findings.

However, when I shared these insights with my previous manager, who was still in that role, she said it was a game-changer and could free up time for the team to focus on more critical tasks and stop having sleepless nights about this crazy document!

It shows you that using the right tool is just as important as the rest, so you should always spend time making sure it answers your needs and knows that no device is perfect.





Yousef Hammoda

I am from Syria and living in UAE

What I do: Entrepreneur, Marketing Wizard & Global Citizen

Find me on my [website](#), [LinkedIn](#), [Twitter](#), and [Instagram](#)

We Need to Be Open and Ready to Learn

Self-Discovery & Improvement

Simply, we are born equipped with some skills, but many of us don't know what those skills we already have; here self-discovery gets started, so we need to discover what we call then improve it so we can get the best out of it, everyone is different by the way.

For me, I realized that I'm excellent in people communication. I always can break the ice, so I started working in media and advertising, which is mainly about communications. Later, I realized I'm useful in managing the people and keeping a happy environment. Knowing my strengths means I endeavor to boost the team performance and get the best out of everyone.

Using the Right Tools

To use the right tools, we need to know the available tools in general. It's always a new learning process; for example, in project management, I used ASANA to manage the team task. My project manager told me about Jira, so I was open to learning and implementing a better way to manage the team task.

So, it's always about what you do and how much ready you and your team are to use a new tool to improve the work. But tools will save much time if you know how to use them; I suggest asking an expert or trying to keep yourself updated and always be open to learning.

Continuous Learning

I would talk a lot about this topic, but I will try to be brief as much as I can just to get the idea.

As I mentioned earlier, in using the tools that we need to be open and ready to learn, it's not only about the tools but also about many things in our lives.

Learning will allow us to make better decisions and actions in our lives. If you are in a



business, that will help even more manage the team. I started learning about computer networking, then about the servers and programming languages that helped me, to start my first job and later on start my first business.

Then after I learned more about the colors and branding, using the digital media, running ads on google and social media and how to target the right audience. Because I need to manage a team, I learned about how to keep a happy working environment. Being an entrepreneur, you will be forced to keep learning new things as you work multiple segments of the business.

Strong Spiritual Depth

It's the belief of what you are doing today will be great tomorrow. Believe that God will always be there for you as he has been there for you during all those years in your life. Be thankful for what you do and always look for more, be hungry to achieve and have a great faith that tomorrow will always be better.





Yousuf Aqeel

I am from Perth, Australia

What I do: CEO of Fidelity Digital (Marketing and Media Agency)

Find me on [LinkedIn](#)

Stay Away from Things That Don't Produce Results

Continuous Learning

The more you gain knowledge, and grow not only as a professional but as a person, you become better equipped to impact people around you.

I have learned, associating with the right person or the right people in your life can help you propel to the next phase in your life. Learning from other people, their mistakes, and experiences cut down my learning curve and the number of years I could have spent learning something through my own experience.

I was born in Pakistan and I did my early schooling and childhood there up until I was 17 years of age. I went to England to study for my undergraduate. So, that's where my sort of the journey began pretty much as you know when I started living independently.

My life experience has shown me the more you learn, the more you earn. And the more you understand your surroundings, your capabilities increase. And you pretty much stay away from things that don't work for you, which in turn will experience exponential growth towards your business.

Also learn from your mistakes and again stay away from things that do not produce results, or don't give you some sort of satisfaction or translate to your life goals. Further, learning from experiences is also powerful. It means that as you inevitably encounter mistakes throughout your journey, you become wiser and better since you're less likely to repeat those same mistakes.

My goal in life is to be location independent, and financially confident so I can work from anywhere I want, wherever I want, however I want.



I tried a lot of different online business ventures, I sold products on Amazon, I built my own websites - an e-commerce platform where we would sell kitchen gadgets and more. Most of those businesses demanded a lot of local marketing that I started to do. And I would build landing pages, set up Facebook ads and other aspects of the digital marketing needs.

I ended up working with suppliers and manufacturers around the world and pursued 8 to 10 other business ideas. Some worked, some failed.

I had an amazing experience, and I figured out what I was good at, and that was talking to people, solving their problems and you know, really understanding what their business is about. With time, I focused on marketing consultancy and that's how my marketing and media agency "Fidelity Digital" was born.





Sample Blog Posts

In this section you can find a wide a varied sampling of our blog posts which were posted across our global [social media network](#) in several languages. As you'll notice, we typically use our special "content frame" in post designs, with an icon at the bottom left to denote which FELS pillar is in focus.

The posts shown here cover all 10 pillars to offer you some clear examples of how they are embodied and practiced. You can also access our [full blog](#) online at any time.

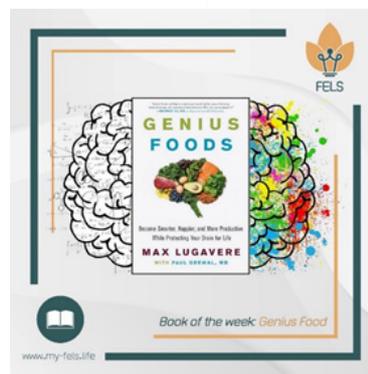
(Please note that some of these posts contain linked articles and images from the Internet for the purpose of social media sharing. They are displayed here only for ease of reference and do not constitute part of the book, and we do not claim copyright to them as they belong to their original publishers.)

Book Recommendation:

Genius Food

Can certain foods actually make you smarter and more productive? According to research by famous documentarian Max Lugavere and his co-author Dr Paul Grewal the answer is yes indeed.

Powerful superfoods like almonds, wild salmon, grass-fed beef, blueberries, and olive oil go a long way to boost and protect our brains while helping improve our mood and focus as well. Grab this book and find out which genius foods to stock up on and the ideal ways to consume them.



Tanzania, asante!

With only around 500 cases identified so far, Tanzania is currently fortunate to be one of the least-affected countries in the world by the coronavirus pandemic. It will surely be a top destination for travelers after things settle, with its quaint capital city of Dar-es-Salam and pristine clear-blue beaches off the coast of Zanzibar.

Visitors can easy learn simple phrases of the local Swahili language like "asante" (thank you) and the famous "hakuna matata" (no worries) popularized by Disney's Lion King Productions - even the name "Simba" simply means lion in their language!



Robots help out during the pandemic

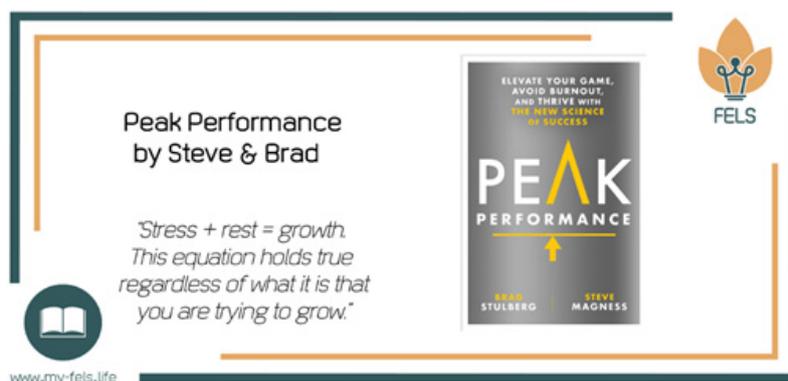
This dog-shaped Spot robot by Boston Dynamics has been busy at work assisting humanity in various way during the current global pandemic.

For example, Singapore uses it to help enforce social distancing rules between people outside, and in other places it's used by hospital to reduce the amount of direct contact healthcare workers must have with patients (see the full article and videos on Popular Mechanics at <https://bit.ly/2TCe7ye>. Where is the field of robotics heading in the near future, and where else do you think they can come to our help?



Book Recommendation: Peak Performance by Steve & Brad

In this insightful new book, authors Steve Magness & Brad Stulberg show from personal experience how extraordinary performance can often lead to burnout and stagnation, then they teach us how to flip that around and turn it into sustainable long-term success and happiness instead. Learn how to strive hard for your dreams the right way without losing track or purpose, by understanding the science behind elevating and optimizing human performance in any pursuit.



How many languages do you speak?

Languages are quite interesting, they're something like an operating system for humans. Not only do they carry all the words and expressions that bring meaning to all facets of life around us, but they also teach us how to think and explore the world in certain ways. If you learn multiple languages (even just a bit of each) you'll have the pleasure of seeing how each linguistic culture views the world through its own symbolism, metaphors, and poetic expression. Try learning a new language these days so you'll be ready when traveling opens up later on - to get a nice tour of languages and which ones could be preferable to you phonetically or easy to learn, check out the amazing collection of videos by Paul on the LangFocus channel.



System Sounds: a new perspective on the universe

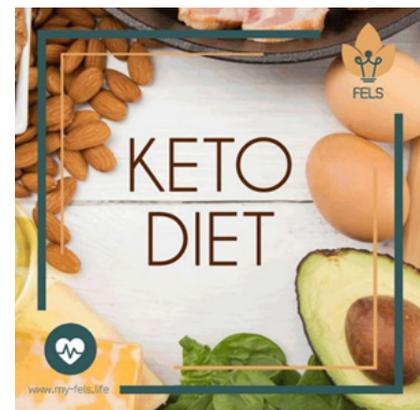
Want to expand your mental horizons a bit? Have a look at this inspirational TED Talk by astrophysicist/musician Matt Russo who dazzles us by transforming physical planetary movements into harmonious musical sounds, thus showing our universe in an exciting new way. Treat your mind to this audiovisual odyssey and see how blending disciplines such as science, art and music can lead to new concepts and perspectives.



Try the Keto Diet!

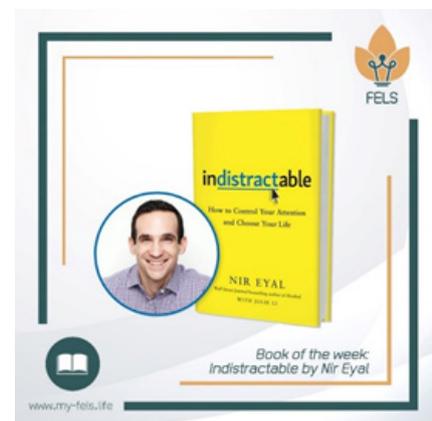
You have probably been hearing the word “keto” or the ketogenic lifestyle in general lately as it has been buzzing around the world and catching attention. Its basic theory is that our bodies can run mostly on fat metabolites (ketones) as a cleaner fuel than the carb-based diet we tend to normally have. Followers of this lifestyle typically get around 70% of their caloric intake from healthy fats, 25% from protein and the remaining tiny portion from carbs. These abundant fats include oils of avocado, coconut, olive, nuts, fish and organic or grass-fed dairy butter.

Pick up a guide or app that can help you through this eating style and reap some of the commonly-reported benefits such as improved mood and focus, better sleep, boosted immunity and of course sustained weight loss.



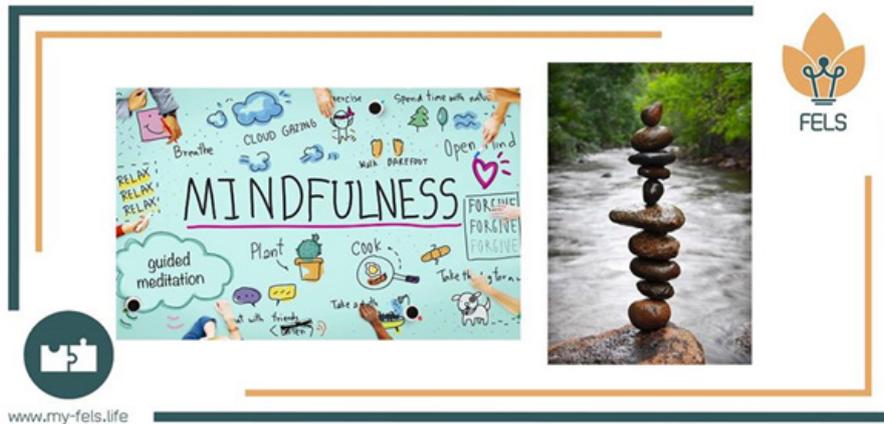
Book Recommendation: Indistractable by Nir Eyal

While many of us are getting used to working from home lately, it becomes important to learn how to keep focus on tasks at hand and not be constantly swayed by diversions and distractions. This insightful book by famous writer/psychologist Nir Eyal offers practical tips on making yourself “indistractable” whether for work or in relationships and family interactions. It also talks about keeping children away from modern-day distractions in our world filled with flashy gadgets and endless online content.



Have you tried meditation?

You may have heard a lot about meditation, mindfulness and related exercises like yoga and tai chi. Several recent studies have proven that meditation actually has some tangible benefits such as calming the mind and reducing stress, improving self-awareness and balance, and sharpening one's sense of empathy and connectedness with others. Take this time of solitude to try some of these practices using the numerous guides and apps available to get you started easily.



Song of Ambition: Proud

What have you done today to make you feel proud?

This question of encouragement is posed by UK singer Heather Small in her song originally released in the year 2000, then used again as the official anthem for the London Olympics in 2012. Listen and challenge yourself to always have at least one daily achievement that gives you a sense of elevation and growth, even if just a small measure!

<https://www.youtube.com/watch?v=LEoxGJT9PMs>



Eat More Fish!

As you may have seen in one of our previous posts, the key supplements for a strong immune system include vitamins A, C, D and Omega-3 essential fats. So if you don't enjoy taking too many pills, is there a food in nature that has most of these naturally?

Yes, fish! Most fishes are tasty & healthy, though cold-water fatty fishes are especially rich in these nutrients – such as wild salmon, mackerel, and sardines. Try to get these around 2-3 times each week or in any possible occasion, have them alone or in a salad or soup... any way you prefer you'll get the benefits and keep fighting off potential illnesses.



Skills & Preferences Inventory

When's the last time you sat down and thought about the things you are good at and enjoy doing? The current downturn period might be a great chance for some thorough introspective analysis, looking inside yourself to identify your top skills and preferences for work and other areas of life. If your current field of work doesn't match well with your attributes & interests, might be time to research a career or business change. It's always worth pursuing something you really have a talent and passion for, and the rewards will follow naturally! There are many tools & tests available online to help you do a good self-assessment & discovery exercise, so this is certainly a recommended use of your time in isolation.



Online business always prevails

I have always been a proponent of online business, recommending it to people through my entrepreneurship consulting practice. As we can see now, there are very good reasons for that! Besides being less costly and risky to start than traditional ones, online businesses can survive through most calamities as we are witnessing today.

While physical business outlets have shut their doors and lost income, online activities have prevailed and risen to the occasion like apps (think delivery & ride-sharing) and web technologies (distance learning, video calling and the like). Technology never sleeps! My advice to any aspiring entrepreneurs will always be: think online and not physical.



Song of Ambition: Am I Wrong?

Would you be wrong to have ambitions and dreams bigger than those around you?

Is it bad to stretch yourself and reach for the stars? These interesting questions are presented musically by Norwegian artists Nico & Vinz, in their popular song from 2013.

Listen and remember to always pursue your huge goals and visions no matter what anyone says!



Eat well, sleep well and stay well these days!

With people in many countries confined to their homes in this period, it's important to maintain a healthy diet and good sleeping habits especially since there are limited options for mobility and exercise.

It's unfortunate to see many people stocking up on snack chips and sweetened cereals which carry a high carb load that would only cause ongoing cravings to eat even more. This period can actually be a perfect time to practice some intermittent fasting and lower calorie intake since there are mostly no dinner parties or events to derail our diets as they usually do, and also less stress of working hours or travels which may cause erratic eating habits. Use the isolation period wisely and isolate yourself from bad foods!



The pandemic boosts the use of robotic cars

Self-driving cars have been developed over the last decade or so by companies like @Tesla and others, but the wake had recently slowed down with slow adoption. Now with this virus outbreak however, this technology is quickly resurging as people around the world are trying to find ways to perform transportation services (such as ride-hailing or food and medicine delivery) while limiting human contact.

This outbreak has shown us that robotic cars are indeed useful, more as a necessity than a luxury. In addition to reducing road accidents and optimizing traffic, these vehicles can also come to the aid of humans separated by quarantine or any similar natural disaster – may God forbid.



The Book of Awesome: Small things to make you feel good

This cute little book by Neil Pasricha enlightens us on how to notice, savor and enjoy the little pleasures in life which can help us disconnect from daily stress and anxiety. In this much-needed time, the book is heart-warming read that will surely get our minds off world problems and focus on tiny comforts we can find in our homes or anywhere around us.



Computer games can actually be good for you!

With lots of people stuck indoors during these coming weeks, it can be a refreshing experience to download and play some interesting video or computer games. Recent research has shown that playing a moderate amount of (preferably non-violent) games can increase mental sharpness and alertness, while also developing problem solving and reaction skills. With the exclusion of highly-simplified mobile games which are mainly designed to pass time, games that are made for computers or consoles often feature very elaborate productions with intriguing stories, music, visuals, and the social aspect of playing with an online community. Use this unplanned downtime to check out some new games in any area of interest you have, and spend some time in a fun alternate world to the real one!



The Deal with Energy Bars

Everyone seems crazy about energy bars lately, and you find huge section for them in most supermarkets or health stores. So what's the deal? Most bars tend to be loaded with carbs (cereal pieces and sugary fruits) and should be avoided. Low-sugar bars can be quite healthy, but hard to find. The brand shown here from our collection are awesome, or any bar labeled as "keto-friendly" or similar are guaranteed to have low sugar while offering a good amount of protein, fiber and healthy fats.



Do you really want it? Gotta go and get it!

Back in 1994, this song went “viral” along with its electrifying stage performance by Ricky Martin. Combining catchy lyrics in English, Spanish & French the song appealed to a wide global audience during the summer World Cup season. To this day it remains an inspiring motivational song that can lift spirits and energize people to pursue what they really want, and go after it with everything they have!



Food on a hot plate

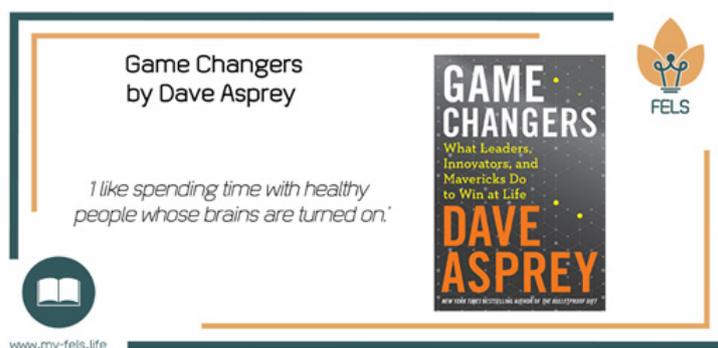
Some restaurant food chains in Asia (such as Pepper Lunch) serve this food concept where the meal is presented to you raw on a sizzling hot plate and you decide how much to cook it.

It features healthy components such as meats, veggies & eggs with very little carbs.



Book Recommendation: Game Changers by Dave Asprey

Coming from the renowned biohacker and creator of the Bulletproof Diet, this interesting book presents optimal lifestyle habits by culling the wisdom of world-class thought leaders, maverick scientists, and disruptive entrepreneurs to provide proven techniques for becoming happier, healthier, and smarter.



Space Exploration

Until now, space probes have been able to land and take pictures on at least 4 large objects in the solar system: Venus, Mars, our moon, and Titan (a moon of Saturn). So what do you think, so they all look kind of similar? Which place do you think will be, or should be next? Which planet or place would you wish to visit sometime?



The Modern-day Constantinople

Istanbul, the city at the crossroads of Asia & Europe, has come a long way since the Ottoman Turks captured it back in 1453. The beautiful #Bosphorus shores are now laced with modern skyscrapers and business centers, with the ancient Galata Tower still peering out as a testament to its history as a Genovese trading post. A new Netflix mini-series shows the amazing story of the siege and takeover of this majestic city, a recommended watch for any history buffs.



New Gadgets: #Samsung Galaxy Z Flip

Released earlier this month, this innovative design solves the common problem of carrying a large #smartphone in a small pocket. Looks great! Has anyone tried it? Let us now what you think, how durable and useful it is.



Book Recommendation: Contagious by Jonah Berger

This book outlines the power of word-of-mouth and the six basic principles that drive things to become popular or viral. This book is for everyone whether you are a small business owner trying to boost awareness or a manager at a big company.

A graphic with a dark green border containing the book title "Contagious by Jonah Berger", a quote "Stories carry things. A lesson or moral. Information or a take-home message.", the book cover, and the FELS logo. A book icon and the URL "www.my-fels.life" are at the bottom left.

Tropical Fruits

Brazil is known for its fresh and juicy coconuts, which are a very #healthy source of fat and make refreshing cold drinks from the milky water inside. #Brazil is also famous for another popular and nutrient-rich #superfood: #acai berries.

A graphic with a dark green border showing a photo of coconuts, the text "Tropical Fruits", and the FELS logo. A heart icon and the URL "www.my-fels.life" are at the bottom left.

A graphic with a dark green border showing a photo of a bowl of acai berries, the text "Tropical Fruits", and the FELS logo. A heart icon and the URL "www.my-fels.life" are at the bottom left.

Carnival in Brazil

It is that time of the year where the streets of #Rio de Janeiro gather two million people per day to celebrate its annual festival. The #Carnival in Rio, also known as the "The biggest show on Earth", has massive and very elaborate productions with costumes and props costing around \$250 million.

Though most of the action takes place on the streets and block parties, these photos are from the official parade that takes place inside a huge, purpose-built stadium (the Sambodromo) and lasts all night for several consecutive days. These are throwback pictures from the Carnival in 2010. Video link: <https://youtube/hQs58CQ-AHU>

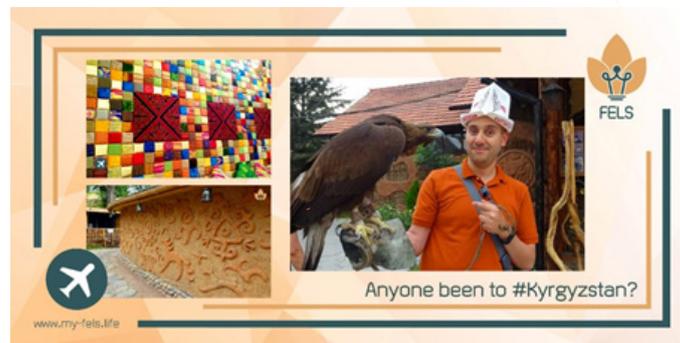
A graphic with a dark green border showing a photo of a carnival parade float, the text "Carnival in Brazil", and the FELS logo. A heart icon and the URL "www.my-fels.life" are at the bottom left.

A graphic with a dark green border showing a photo of a carnival parade float, the text "Carnival in Brazil", and the FELS logo. A heart icon and the URL "www.my-fels.life" are at the bottom left.



Anyone been to Kyrgyzstan?

Full of culture and history, this country is an inexpensive destination for adventure travel and discovery. The capital city of Bishkek is surrounded by rugged mountains and lakes ready for exploration, and for an added thrill try having a huge eagle staring you close in the eyes within biting distance!



Superfood Salads

Salmon and avocado have all the good fats, plus the fish #protein and fiber from beans will help keep you full longer. Try various #superfood #salad recipes with added berries, nuts, and eggs (just skip the breadstick).



What's the deal with Tandoori Chicken?

Not commenting on Indian food in general here, but this particular dish with the famous oven-roasted chicken can be healthy as long as we don't eat too much of that tasty garlic bread on the side!



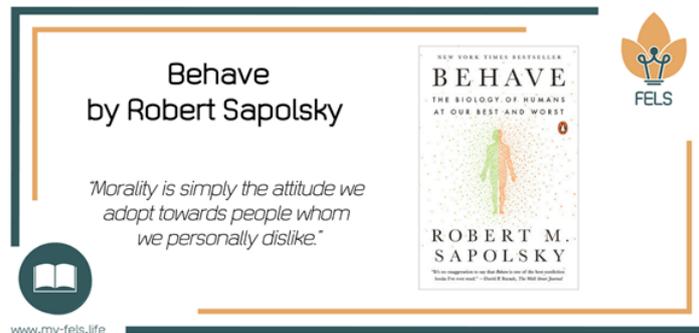
Abu Dhabi – A Rising Star of Business & Culture

The UAE's famous capital city has been quietly growing to become a hot-spot for arts, entertainment and tech business. Abu Dhabi global attracts tourists with its iconic venues such as Ferrari World and Louvre Museum, and also attracts startup entrepreneurs with a variety of top incubator & accelerator programs such as TwoFour54 (for media), Flat6 Labs (for tech), and StartAD which is part of the New York University campus there.



Book Recommendation: BEHAVE, by Robert Sapolsky

This book provides deep insights on human behavior at its best and worst, while shedding light on the biological background of our range of behaviors and how they came to evolve. Useful reading for anyone who wishes to understand humans and deal with them better!



Have you tried EVERYTHING?

Ask yourself this question each time you feel down, and listen to this motivating and uplifting song by Shakira which pushes you to get back up "Try Everything" even though you may repeatedly fall short or fail. Originally from the 2016 Disney hit movie "Zootopia", this tune continues to inspire people young and old to never stop or quit.



What's Your Fuel?

Do you think you or anyone should be eating these foods?

We all know that excess sugars and carbs can pollute your body and mess with your moods & cravings.

Post such shaming pictures and use hashtag #NotMyFuel to proclaim that such they are not the right fuel for your body. For delicious healthy foods, just use #MyFuel instead!



Tallinn – Fusion of Old & New

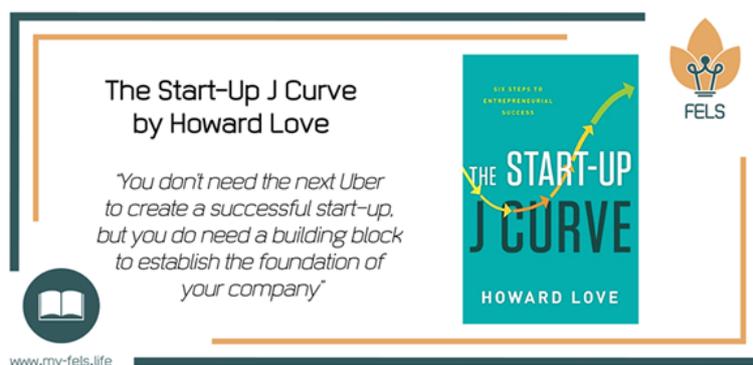
The capital city of Estonia has an interesting dichotomy with a historic old town area over 1,000 years old neighboring modern high-tech business districts.

Tallinn has preserved its charming old town close to original condition – even with people dressed in ancient medieval and restaurants servicing 14th century food – and in recent years has gained new fame as one of the world's top centers for technology and entrepreneurship.



Book Recommendation: The Start-Up J Curve, by Howard Love

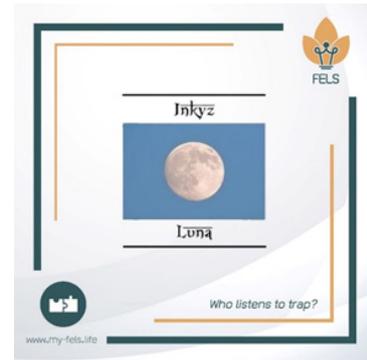
This profound book confirms what most savvy entrepreneurs should already know – that startups take a big dip before they start to rise. Filled with practical tips and steps for success, it can help most founders and investors be patient and resilient through the low times and wait for the highs to come.



Who listens to trap?

Romanian music producer Inkyz has given a new flavor to the Trap genre by fusing various eastern & western tunes with melodies that sound like unintelligible lyrics - the results are mystical!

Check out one of their best songs (soundcloud.com/inkyz/anymus)



Healthy or not? Keto Ice Cream

Popular creamery chain Kind Kones presents some healthier alternatives to ice cream, including sugar-free and Keto varieties sweetened with xylitol (like this tasty chocolate sorbet shown). Other flavors are also made with coconut or cashew mil rather than dairy. Give it a try!



Indoor Sky-Diving

This safer alternative to the real extreme sport can be useful for those who have a fear of dropping out of a flying plane or those trying to get a taste of the feeling before they go for the big one.

iFly is a popular provider of this activity and has various locations around the world.



Sprawling Jakarta: Fast-Rising Center for Business & Tech

Jakarta, Indonesia has been exploding in urban sprawl and modern architecture, and more recently with a new super airport terminal and paid transit system, is getting the infrastructure boost it needs to become a regional hub for advance business and technology. With its attractive 265-million-person market, Indonesia boasts many successful startups that have unicorn potential and aims for continued growth.



The Kuduro Dance – dazzling 10 year on!

Take a moment to watch this catchy song again, which brought up a dance & Zumba craze to the world nearly 10 years ago and inspired several remixes in Portuguese, Spanish & English. The song features Lucenzo & Big Ali, and beautifully shot on the old streets of Havana, Cuba.

(www.youtube.com/watch?v=f9aMmSzIHnI)



Healthy or not? Chinese Crispy Duck

Duck is generally healthy, even with its fat – though much better roasted rather than fried. Just go easy on the sauce (which tends to be super-sweet) and the floury pancakes on the side.



Flying a Small Plane

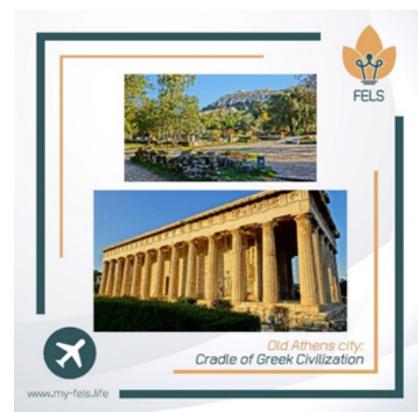
This thrilling activity can help you improve focus and develop a heightened sense of awareness with fast reactions. Find an airfield near you that offers options for taking command of a small aircraft with a trained pilot alongside you and explore the skies!



Old Athens city: Cradle of Greek Civilization

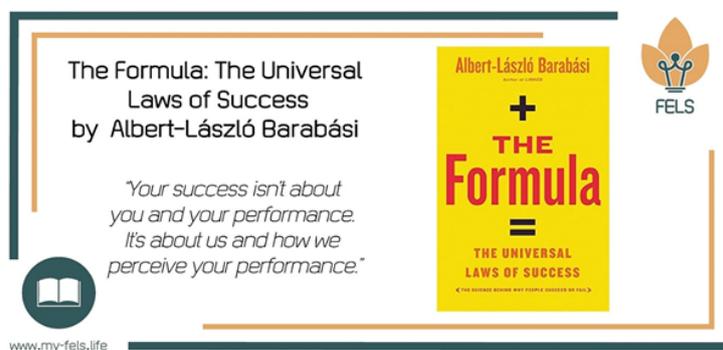
This amazing archaeological site once held the capital of ancient Greece with its renowned literary and philosophical centers, also creating many of the mathematical and physical concepts we still use today.

Good place to visit and reflect and how early sciences and knowledge came about!



Book Recommendation: The Formula – Universal Laws of Success, by Albert-Laszlo Barabasi

In this pioneering examination of the scientific principles behind success, a leading researcher reveals the surprising ways in which we can turn achievement into success.



Healthy or not? Quinoa Salad

Great combination of quinoa grains, leafy green vegetables, fresh avocado, and half-cooked egg.

What do you think?



Base Jumping

This fun activity is guaranteed to push you out of the comfort zone and jolt you with an invigorating thrill! Look for a place near you that offers a safe and high jumping experience, then dare yourself to step off the edge for a free fall to the bottom.

The picture above is from Auckland Tower (NZ) which over 300m tall.



Genting Highlands: Entertainment Above the Clouds

This huge and modern complex sits on top of a mountain peak in Malaysia - offering countless options for shopping, dining, and fun. Comment with your experience if you've been there!



CGI Cats – Creepy or Cute?

Computer-generated imagery has transformed the theatrical makeup and costumes of the original '80s Cats musical into their modern tech equivalents... and many people seem not to like it.

What do you think? Will CGI technology make movies and arts more weird-looking and less attractive, or are they a welcome advancement?



“Seeing the Code”

Most of us may remember the famous scene towards the end of the popular movie *The Matrix* back in 1999, when the main character Neo (played by Keanu Reeves) is finally able to see through the code of the computer matrix around him and realize the underlying mechanism behind the environment surrounding him. “Seeing the code” can be used to mean gaining a deep understanding of things and visualizing their inner workings. This is an important life skill that all of us should foster and practice to see things as they really, without the shroud of false or misleading appearances. Learn to open your mind, be sharply observant and remember that things aren’t always what they seem!



About Radioactivity

Radioactivity is a curious phenomenon indeed, the fact that certain materials can break up spontaneously and release a radiation of smaller particles. Discovered in the late 1890s by scientists Becquerel and Curie, it has since had numerous applications in a variety of fields such as medical treatment, power generation and defense. Some drama productions have come out recently regarding this topic, including the movie *Radioactive* highlighting the life of Madame Curie (played by Rosamund Pike) and the HBO mini-series *Chernobyl* showing the nuclear catastrophe which happened back in 1986.



3-D Street Art

It's always good for any smart and savvy business people to cultivate their taste in art and culture, as that helps expand and balance the mind. This form of art has been around various parts of the world in recent years, where the artists create realistic drawings that appear to have a depth when seen from the right viewpoints. These amazing samples were on street display in Dubai back in 2016, feel free to admire them and find some similar local exhibits in your city as well!



Activity: Animal safari

Seeing and interacting with animals in the wild is quite an enriching experience. Typically sheltered in our city homes and offices, we seldom come in contact with most animal types except for domesticated pets or captive creatures at the zoo. It's very different to see them in their natural habitat and innate behavior, and a safe way to do that is within a safari park where the animals are kept fed and comfortable. These pictures are from such a park visit in Mauritius, featuring majestic predators in their more loving and playful poses!



AI Revolution?

No doubt that artificial intelligence is rising fast and strong. We've all seen recent examples like the new Google bots that can communicate over the phone with natural human speech and responsiveness, advanced machine learning applications and the like. We've seen some recent books that foresee a complete revolution coming in this field, such as the semi-fictional novel "Origin" by Dan Brown which shows AI sort of taking over the world, and also the business book "Life 3.0" by Max Tegmark which predicts all the various human-like functions AI will soon be able to do. What are your thoughts on where this is heading?



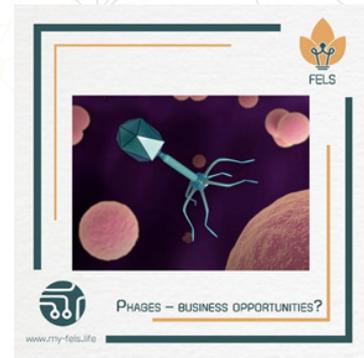
Go organic or not?

Organic foods will not necessarily make you lose weight, though they are a better choice for long-term health. Such foods which are matching their natural condition and free of any chemical additives or contamination can certainly help avoid inflammation and toxicity in the body, whereas processed foods are quite harmful to us by contrast. It's always advisable to eat fresh, natural, toxin-free foods, and though they may not help with weight loss you will certainly feel the benefits in terms of mood and concentration, sleep quality and overall wellbeing.



Phages – business opportunities?

Phages are useful viruses that can be used to destroy harmful bacteria. Discovered by European scientists around 100 years ago, their name comes from “Bacteriophage” which means bacteria-eater. Given the current rising need for innovative medical solutions, phages pose a great opportunity for aspiring biotech startups to conduct advanced research in this field and come up with new, potentially life-saving offerings. A [recent TED talk](#) by Alexander Belcredi shed more light on the topic and its potential uses in fighting “superbugs” i.e. antibiotic-resistant bacteria.



Have you heard some Chinese pop?

Many of us have heard of K-Pop and other forms of Asian-Western fusion music, though Chinese pop tends to be lesser known outside of its own country. For example, this fancy song by popular Taiwanese singer Jolin Tsai has catchy Latin/Gypsy style tunes and lavish pirate-themed costumes, and has made waves online since its release back in 2004. As entrepreneurs and ambitious people we try to appreciate various forms of art and find inspiration off the beaten path!



Are you fit for entrepreneurship?

Entrepreneurship and startup culture has been a buzzing fad around the world in recent years... but can anyone be an entrepreneur? The honest truth is, starting up a new business is always a risky and bumpy affair, an emotional roller-coaster full of uncertainties, market adversity and financial worries. It's a long journey with no clear end in sight, testing a person's resilience and persistence to the highest level, which may be fun for those thrive on stress and risk but not so much for others who crave more stability and clarity. Although it can quite rewarding, it's always advisable to think well and assess your situation before embarking on these pursuits – [this article](#) may help



A Day in York

If you're looking to clear your mind and find some new inspiration, spend a day in York, England. With its historic structures, colorful riverfront and vibrant old-town shopping alleys it surely brings a fresh perspective – a pleasant contrast from our daily lives in big noisy cities. With its compact sizes it's easy to wander around here on foot and take in the charm while calming your mind to prepare for your next challenges.



Book Recommendation: Range

In this insightful book, author David Epstein presents well-researched arguments to explain how in our modern world “generalists” (people with a broad range of experience) can have an advantage over specialists with a narrower field. The book shows that it sometimes takes an outsider or late-starter in a certain field for work to bring fresh perspectives to it, using methods and tools unfamiliar to the specialists who may be too focused on their own scope to notice how things are done outside of it. It's therefore important for us to acquire a wider base of general knowledge and gain exposure into many fields that could spark our next insight.



Gene editing technology (CRISPR)

Some of us may have seen the recent Netflix documentary “Unnatural Selection” which delves into the high-tech world of genetic alteration. Indeed, the discovery of gene editing techniques using CRISPR-Cas in the 90s was a landmark human achievement. To put in simply, it's a natural defense mechanism inherent to bacteria which splice invading DNA, and was harnessed by bio-engineers for use in “editing out” target unwanted genes in people – with obvious potential uses in disease prevention. Possible good opportunities here for aspiring biotech entrepreneurs.



About Antioxidants

Antioxidants are useful in small amounts as they help clean up our cells and potentially help them survive for a longer period (i.e. possibly extending our lifespan or delaying signs of aging). Good sources for these are green tea and berries – though no need to over-consume them.



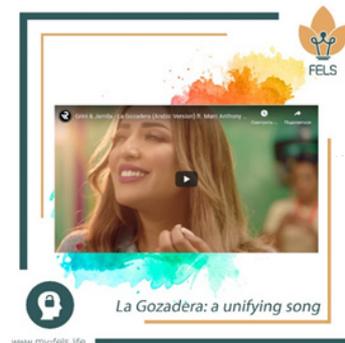
The world from above

What a good time to admire how our world looks from above, naturally with its windy rivers and rugged mountains, without the polluted cities. Aerial photography can be an interesting hobby, and it's amazing what amazing views you can capture from an airplane window – if you opt for that seat! For the full picture collection see this [specialized page](#) on my travel blog.



La Gozadera: a unifying song

Released in 2015, this popular "multinational" [song](#) reached over a billion views as it touched people with heartfelt lyrics cheering for human unity and solidarity across borders and cultures (over a dozen Latin nations are mentioned by name in the lyrics). The original video was filmed in the charming old streets of Havana, Cuba, and later remade by adding footage from similar-looking streets in Casablanca, Morocco in a beautiful remix with Arabic beats and lyrics, also following the theme of international friendship and peace, setting aside any quarrels and differences. With its name meaning "the huge party" The song has quite a catchy rhythm and features a unique "head-spinning" dance that has captivated millions around the world!



Apple AR Glasses

According to popular tech site [Tom's Guide](#), Apple is working on an innovative new augmented reality wearable device called Apple Glass, which is expected to be released within two years (designs shown in these photos are only tentative renditions). A report by Bloomberg mentions that this advanced eyewear will "synchronize with a wearer's iPhone to display things such as texts, emails, maps, and games over the user's field of vision" which are typical features for AR technology. AR will surely make a big shift in our lives by bringing useful information overlays to the world around us!



Activity: Desert dune bashing

It's always fun to be out in nature and tackle some of its inherent challenges. Desert activities such as 4x4 dune-bashing, quad-biking and similar treks are a nice way to enjoy pristine scenery while putting some skills to the test! Take a day out to clear your mind with some sandy rides, surreal sunsets and evening campfires that are sure to inspire and remain in memory.



Book Recommendation: Stay Hungry

Famous comedian Sebastian Maniscalco poured his heart out into this humorous memoir about striving for success. Using profound stories of the ups and down of his life, he likens his hunger for food to the constant hunger for learning and progressing in life. The book contains many important lessons on perseverance, focus, and never giving up despite what challenges may come. This entertaining read can serve as a reminder for all ambitious entrepreneurs to keep up that passionate hunger in life!



Thingyan Water Festival

To mark the Burmese new year (occurring around mid-April), this unique festival features the throwing/spraying of water around cities and on people passing by to symbolize annual spiritual purification, "washing away" any accumulated misdeeds or bad luck. The festival is timed to mark the end of the hot/dry season in the region and also coincides with the Thai new year celebration known as Songkran. These photos capture the thick of action from Yangon, Myanmar where the ritual is most widely held, where people gather and drive around in pickup trucks to be drenched in water!



The Scoop on FinTech

The rising wave of startups in the financial technology domain (known as FinTech for short) are among the fastest-growing sectors in modern business. FinTech startups are disrupting and revolutionizing various parts of the financial domain such as digital banking, peer lending and payments, wealth management and robo-advisory, and perhaps most famously in recent times – blockchain & cryptocurrencies. Although startups in this field may face many regulatory barriers and societal scrutiny (which are typical with any “innovative” money dealings), opportunities still exist for entrepreneurs to create such solutions that can simplify the financial system while also generating useful insights from big-data analytics.





About The Author

Aiman has been embodying the FELS life for the last 10 years as a serial entrepreneur, World traveler, nutrition enthusiast and much more! As an innovator he has been part of over a dozen technology startups, as a digital nomad he has visited over 85 countries, and as an avid learner he has read over 300 insightful books over the last decade. He regularly holds speaking and mentoring engagements to help entrepreneurs and other ambitious people to grow and fulfill their potentials.

This book combines many amusing anecdotes from his personal journey with stories and valuable insights from dozen of successful people in various fields and locations who were interviewed for this purpose. The content is presented in a bite-sized format reflecting the short blogs and social media posts where it has originated, along with a visual style that will surely keep you entertained!

