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# FOOD FOR THOUGHT

## ISSUE 2/2017

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### A FANTASTIC BUSINESS IDEA

#### What factor, more than any other, determines the success of a business idea?

The first things that spring to mind might be: the idea's originality, innovation, function, how much it satisfies requirements and its potential to generate profit.

All of these aspects are of the utmost importance but none of them is actually decisive in terms of the success of an idea.

The factor that offers the greatest guarantee of success for a business idea is **THE PERSON** that pursues the idea and brings it forward.

It might seem paradoxical but as good as the idea might be, it will not achieve any of its desired results if it is not pursued and developed by a talented and motivated person.

For years, in all types of businesses, what counts is **WHO** does things rather than what is done.

Fantastic ideas and projects have foundered and even resulted in financial losses simply because the individual/s involved with that idea were not talented enough or sufficiently motivated.

On the other hand, ideas and projects that were not particularly brilliant have produced results and wealth for the simple reason that they were managed by quality people, talented individuals **who were truly motivated and committed to the project.**

What do we mean when we refer to **THE PERSON**? This is someone that, aside from possessing the technical know-how for pursuing and developing a project, must possess the personal and interpersonal skills and the energy that makes them a truly valuable person. In short: **someone that creates something from nothing.** Someone that can make up for a lack of resources and means with their own good will and who is willing to give before asking. In other words, people that are able to turn problems into opportunities, i.e. authentic problem-solvers.

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Then there are people who: **create nothing from something.** People who tend to ask for something before they do anything, and who consume and squander resources. These people are able to turn opportunities into problems, i.e. they are authentic problem-creators.

Before embarking on a project, be it professional or personal, or even developing a business idea, always ask yourself: do I have **THE PERSON** to entrust my idea to?

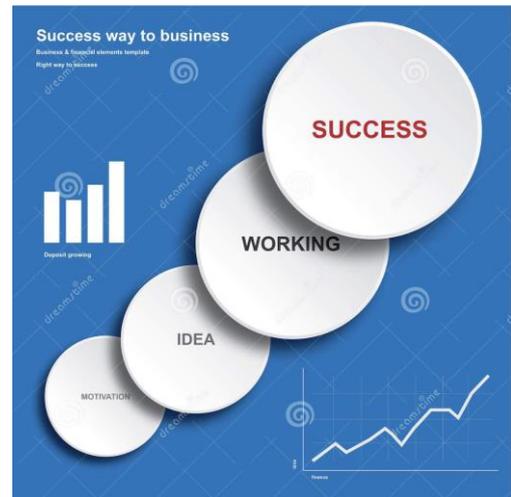
Let's first find **THE PERSON**, that talented individual, and then examine in more detail WHAT THEY have to do.

#### What are the features that enable us to identify talent?



The first feature is a **SENSE OF INADEQUACY**. Despite obtaining good results, talented individual never feel like they've made it. They never feel they know enough about something. They always feel "positively inadequate" for their role and are therefore constantly focused on self-improvement, constantly want to train, learn and develop, while keeping an eye on the leaders in their specific field and trying to emulate them.

The second is a **SENSE OF URGENCY**. For talented individuals the right moment is always "now". They are champing at the bit to obtain results and are quick off the mark to implement their ideas. They have no time to lose and will never put things off, wait or procrastinate. All they want to do is obtain results and achieve their dreams. Quickly.



The third is a **WILLINGNESS TO CHANGE**. Be wary of people who resist change and innovation and people who say that everything is fine because it has always worked that way. These people will not bring you into the future and will not make your company grow. Talented individuals, on the other hand, anticipate change and exploit it; or at least will not get in the way of it. They will often be the people to propose change and will participate actively in the process of change.

The fourth is a **TENDENCY TO ACT BEFORE BEING REWARDED**. Truly talented individuals will first take action and provide results and only then will they ask for something in return. They are not "coin-operated". People who say "I need a sales brochure in order to sell the new products", or "Yes, I will take part in the project; but how much will I be paid?" are like a jukebox, in the sense that they don't work if you don't insert a coin; they are not truly talented, even though they may have specific production abilities or technical skills. Truly talented individuals possess drive and initiative and get to work without necessarily expecting economic rewards or immediate gratification; they will often also become engaged in projects that are not strictly connected to their specific roles, as they are motivated by a desire to contribute and help.

**"Talent wins games, but teamwork and intelligence wins championships."**

Michael Jordan

The fifth is a **"NO PROBLEM" APPROACH**. Talented individuals are focused on results and think that any barrier can be overcome and any difficulty resolved. They are more concentrated on solutions than on problems and know they can contribute to improving the company they work for by personally resolving the difficulties they encounter and preventing these from having to be addressed by their managers. They take on all types of situations and say to their bosses, "Don't worry, I'll handle this". How important is it for an entrepreneur to get to work in the morning and find a smiling face that has already found the solution to his/her problems? This is truly priceless.

#### **So to recap... how do we recognise talent?**

Talent is identifiable as a constant drive towards personal improvement; speed in obtaining results; a propensity to innovate; personal initiative that is provided without demands; an ability to solve problems.



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**We can't promise to fix all of your problems, but we can promise you won't face them all alone.**

