

KEY HIGHLIGHTS FROM THIS BOOK

You have no business running a business if you don't know what your purpose in life is. Period. Before you even go out to start a business, you need to know who you are in the first place. Being an entrepreneur, understanding yourself will make it way much easier to know what you want to do. The first question you should seek to answer is, what is my purpose in life, my calling? There are many things that one can do in today's world, but not everyone is gifted/called to do anything. Each vocation is best pursued by those who are gifted and built for such vocations. There is a reason why we are made different with different passions and abilities, and we cannot be everything.

A clarity of purpose is crucial to developing a vision for life. Let me just remind you that the worst thing other than being blind is having sight, but no vision.

Entrepreneurship requires a tough heart. It requires a man or woman who goes beyond the ordinary, to try out ideas they believe will work. It requires someone who will make a business move that will look foolish, but believe in that move until it materializes. Business is about going full-out to fight for what you believe will add value to you and to the society, whether or not other people believe in it. If you want to make it, you have to do it, not try it.

You can only go full out and lay all your cards on the table if you know for sure what you are about to embark on is your purpose, your gift, and you have a vision for it. Otherwise, the clock is ticking, and when challenges come, you will begin to question your decision and you will be frustrated, but with no luxury of quitting. You are putting your potential at risk.

FROM THE AUTHOR OF :



ISBN 978-9914-50-480-4



9 789914 504804

59

BUSINESS

MANAGEMENT

LESSONS

FOR YOUR FIRST 7 YEARS IN BUSINESS

A handbook for young CEOs and founders

TIM MWANGI

VOLUME 1