

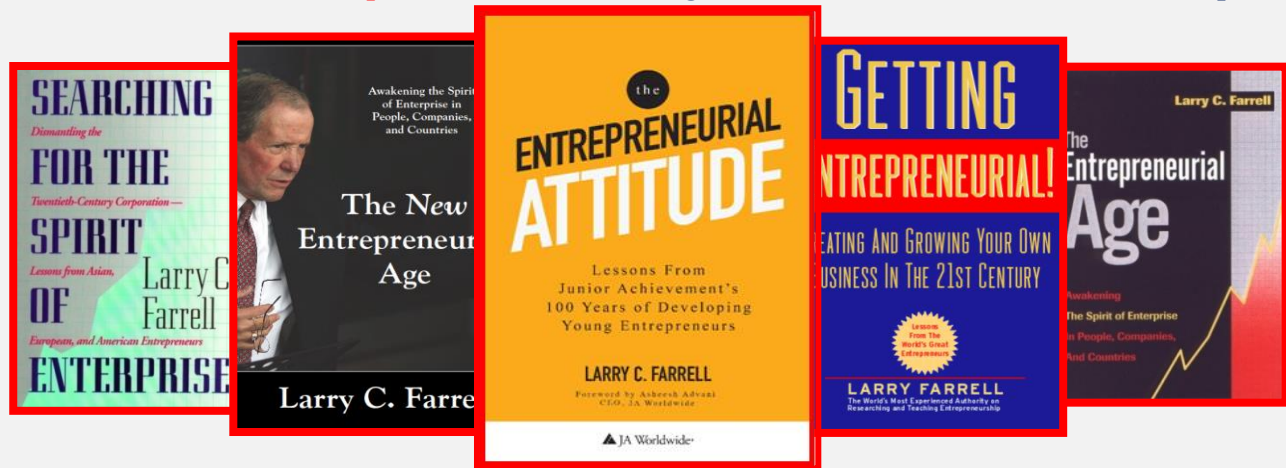
The Farrell Company

Entrepreneuring Around The World 2018 Highlights

Dear Clients, Colleagues and Friends,

After a two year break to research, write and promote our latest book, *The Entrepreneurial Attitude*, we are re-starting our long standing practice of sending out an 'annual report' on our activities around the world. In this issue, we're highlighting the new book plus reporting on our normal speaking/training client activity. We are grateful to all our clients and colleagues who made 2018 another exciting year for researching, writing and teaching about the almighty power of the entrepreneurial spirit. Enjoy!

1. *The Entrepreneurial Attitude*: Larry's fifth book was released in April of 2018 in North America with foreign language editions to be published in Europe, South America and Asia in 2019. The book is a three-way partnership between Junior Achievement Worldwide, McGraw-Hill, and ourselves. The book's message is that having an entrepreneurial attitude is the key to success in *any* career in *any* field: a business start-up or a large corporation, a social enterprise, the professions such as medicine, law, education and science, government service or even the arts. *The Entrepreneurial Attitude* brings current our decades of research and experience on



the practices of the world's greatest entrepreneurs - and brings those practices to life through interviews with 70 high-achieving JA alumni across 35 countries such as: AOL founder Steve Case, CNN medical correspondent Sanjay Gupta, British MP David Lammy, Hong Kong biotech entrepreneur Eric Chen, social entrepreneur Fernando Tamayo in Peru, non-profit pioneer Shaikha Hessa al-Khalifa in Bahrain, Journalist Adedayo Fashanu in Nigeria and Donna Shalala, former US Secretary of HSS, President of the University of Miami, and the Clinton Foundation, and just elected Congresswoman to the US House of Representatives. The book concludes with a series of applications enabling readers to apply the entrepreneurial practices to their own chosen careers.

2. *The Entrepreneurial Attitude Goes Global*: We're pleased to report that *The Entrepreneurial Attitude*, developed in cooperation with our friends at Junior Achievement and our world-class publisher McGraw-Hill, is selling quite well. And it's going global! We already have foreign language editions scheduled for Spanish, Portuguese, Romanian, Bulgarian, Lithuanian and Chinese. It is becoming a worldwide success - thanks to its universal message. The first foreign edition was published in Romania last September. Here's that edition, with the title in Romanian: *Atitudinea Antreprenoriala*.



3. Publicity - The Entrepreneurial Attitude: The book has also received strong publicity. For example, Larry was invited to write a series of blogs on McGraw-Hill's Business Blog. The blog has 84,000 readers! Below are the title graphics for the first four blogs. Also, *Training*, the leading HR magazine in the USA, excerpted a section from the book's Introduction. The section *Training* editors chose was titled "Great Myths And Simple Truths." The opening to the excerpt is below. Links to the blogs and the excerpt are also below.



+BUSINESSBLOG



The Best Time In History To Become An Entrepreneur



The Seven Deadly Sins Of Entrepreneurship



What's Really Required To Get Started As An Entrepreneur



What Entrepreneurship Is & Is It Really For Me

TRAINING MAGAZINE

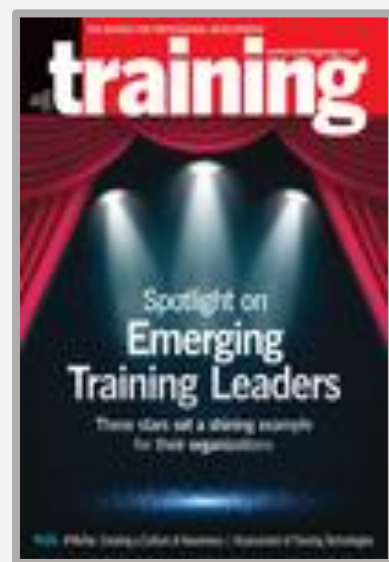
Excerpt from "The Entrepreneurial Attitude" by Larry Farrell

My latest book on entrepreneurship, "The Entrepreneurial Attitude," opens with: "What do Mark Cuban, Steve Case, Sanjay Gupta, Donna Shalala, and Christina Aguilera all have in common? They are all Junior Achievement alumni who developed an entrepreneurial attitude about their life's work!"

The book updates our three decades of research on the practices of the world's great entrepreneurs: Sense of Mission, Customer/Product Vision, High-Speed Innovation, and Self-Inspired Behavior—and then brings those proven practices to life through interviews with 70 high-achieving JA alumni across 35 countries. For Training magazine readers, we've excerpted from the Introduction the section titled "Great Myths And Simple Truths."

"Risk? What risk? I started Microsoft for just \$700."

—Bill Gates, Co-Founder, Microsoft



* Here's the link: <https://trainingmag.com/getting-entrepreneurial-attitude/>

◇ **Our Speaking/Training Activities Continue Around The World:** While researching, writing and helping promote the book had to be our primary focus over the past two years, we also had to maintain our worldwide speaking and training business. Below are several new client examples of that activity.

4. The Entrepreneurial Attitude In Asia: Nu Skin Asia is the largest division of this fast-growing US company. They have trained and empowered thousands of entrepreneurial distributors all across Asia. They have also been a great client over the past five years, as they want their employees to be entrepreneurial role models for their distributors. We've conducted a series of *Corporate Entrepreneurship*

Seminars for CEO Melisa Quijano and her management team, and have trained three client instructors to carry the training down through the organization. Larry conducted another *Corporate Entrepreneurship Seminar* in



Singapore in 2018 for a large group of Nu Skin managers. The photo on the left shows the managers from that session with Larry flanked by Vicky Leevutinun, President of Nu Skin Southeast Asia and Cade Napierski, HR-VP for all of Nu Skin Asia. The photo on the right shows Carlos Quijano and Hwee Loo, two of our three Nu Skin instructors, who attended the seminar for a refresher and a new photo with Larry!



5. The Entrepreneurial Attitude In Europe: Ascent Group has been our International Affiliate for Romania and SE Europe for many years. They have brought our entrepreneurial message to many multinational clients in the region such as IBM, Avon and Xerox -- and to many important local companies like Banca Comerciala Romana. In 2018 Managing Partner Adela Cristea organized a group of business executives to attend our *Corporate Entrepreneurship Seminar* -- and as a special treat hosted the seminar in the beautiful Stirbey Palace in Bucharest. Each participant was also given a copy of *The Entrepreneurial Attitude* - in Romanian!



Seminar Venue - Historic Stirbey Palace In Bucharest



Adela, Larry And The Seminar Group

6. The Entrepreneurial Attitude In Washington DC, USA: Our friend and long-term Affiliate, John Trujillo, and his non-profit organization, Warrior Transition, hosted another *Getting Entrepreneurial! Seminar* for US veterans. The goal is to train and mentor returning American veterans to become entrepreneurs. The session was held, once again, as a part of the annual Army-USA conference held at the



Washington, DC Conference Center. One of the unique features of the seminars is the continued support of the US Small Business Administration. The SBA actually sends a representative to all our seminars, who explains in detail how the seminar participants can apply and access start-up money from the SBA. We're proud of our long

association with John Trujillo and are honored to support Warrior Transition's (www.WarriorTransition.com) goals. The feedback from veterans attending the seminars has been super-positive – like this!

"Your presentation was inspiring. Just what I needed to start my own business when I'm discharged in July."



Larry & John In DC



The Warrior Transition *Getting Entrepreneurial! Seminar* Group

7. The Entrepreneurial Attitude In Florida, USA: Gail Auguston is our new friend and Business



Affiliate in South Florida. She takes the message of the book seriously - that acquiring an entrepreneurial attitude is essential for success in all careers, in all fields. To prove it, she created the perfect speaking tour for *The Entrepreneurial Attitude* book across South Florida to very different groups: business people, high school tech students, and even professional artists! The photo on the right shows Gail introducing Larry to one of the groups. On the left is the title slide of the presentations. Below are three notable examples from the October 2018 Florida speaking tour.



• **Business People At Rotary International:** With 1,200,000 individual members, in 34,000 clubs,



across 200 countries, Rotary International is the world's largest business and professional service organization. Rotary's stated purpose is to bring together business and professional leaders in order to provide humanitarian service and to advance goodwill and peace around the world. One of its main causes is "growing local economies" and "providing sustainable solutions to poverty including strengthening local entrepreneurs and community leaders." Gail is a Rotarian herself, and she arranged for Larry to address the Fort Lauderdale Rotary Club. The luncheon speech, with its powerful theme that entrepreneurship is the sure way out of poverty, was enthusiastically received by the large group of Rotarians. Club President David Kramer, on the left, said it best:



"I give Larry five stars. He did a fantastic job presenting to the Club."

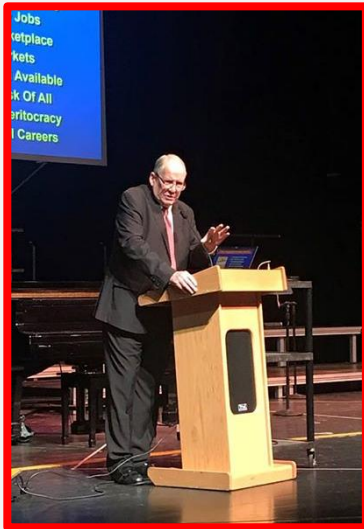


- Students At Dillard Tech High School:** Dillard Tech is a top-rated Magnet School serving South Florida. In the USA, Magnet Schools are essential components of the public school “choice” movement. The schools are visionary, innovative and open to all students across a region which is why they’re called “magnet schools.” They typically focus on individually themed curricula like Science, Technology, Engineering and Math (STEM), Fine and Performing Arts, Career and Technical Education and International studies. The individualized and real-life education approach also provides students hands-on experiences working with businesses, cultural institutions, universities and community organizations.



Dillard is well known for its focus on two areas: Emerging Computer Technology and the Performing Arts. It attracts students of various socio-economic backgrounds, race and academic achievement levels. Due to high demand, like most Magnet schools, Dillard accepts students through a lottery system. Dillard Tech Week is an important annual event with two key tracks: “Emerging Computer Technology” and “Digital Entrepreneurship,” all of which made Larry’s *The Entrepreneurial Attitude Keynote* the perfect opening message for the week’s activities. The following day he conducted a workshop with Dillard faculty on teaching entrepreneurship - including the use of the *Entrepreneurial Start-Up Applications* in the book. The student and faculty response to the Keynote Address and the teaching workshop was very positive. As Jessica Swanson e-mailed us the next day:

“Thank you so much Larry. We were all blown away by your ideas.”



Larry’s Keynote Address

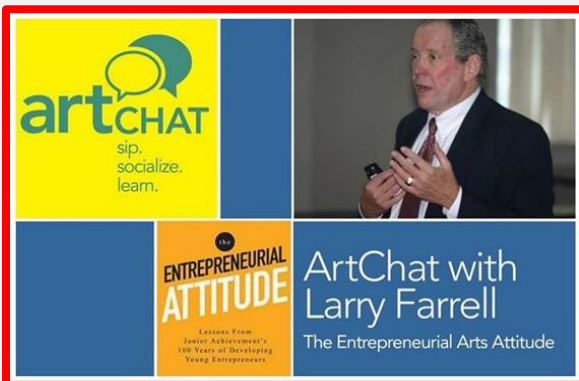


Principal Casandra Robinson



Coordinator Jessica Swanson

- Artists At ArtServe Inc:** ArtServe is a unique artistic organization. Its mission is to help artists turn their passion for art into a viable profession. It offers a range of support services: Opportunities to collaborate, art exhibitions, performances, many professional development tracks, marketing and media programs – all as a means of creating a vibrant, culturally rich and commercially viable art community. ArtServe’s mission clearly shows its leaders understand that artists and performers have to combine their artistic abilities with a strong ‘entrepreneurial attitude’ to be professionally and commercially successful. Larry’s presentation illustrated this reality by using famous examples like Walt Disney and (product designer) Steve Jobs along with JA alumni examples such as painter Alfred Bright and performer Christina Aguilera. The enthusiastic response from the artists reinforced the point and the evening ended with a sold out book signing event! Again, all thanks to Gail!



and media programs – all as a means of creating a vibrant, culturally rich and commercially viable art community. ArtServe’s mission clearly shows its leaders understand that artists and performers have to combine their artistic abilities with a strong ‘entrepreneurial attitude’ to be professionally and commercially successful. Larry’s presentation illustrated this reality by using famous examples like Walt Disney and (product designer) Steve Jobs along with JA alumni examples such as painter Alfred Bright and performer Christina Aguilera. The enthusiastic response from the artists reinforced the point and the evening ended with a sold out book signing event! Again, all thanks to Gail!



8. Junior Achievement Worldwide Book Tour: Merging the



book project into our normal speaking business, Larry went on 10 speaking tours to introduce the book to JA Regions around the world - from Qatar, Atlanta, Brussels and Mexico City to Tallinn, Milwaukee, Miami and Singapore plus a few points in-between. This was all made possible by the book's biggest supporter and our very good friend, Asheesh Advani, JA Worldwide's CEO - pictured to the left. As background, JA was founded in 1919 with an idea too good to die; teaching business/economics to young students with business volunteers doing the teaching and the schools providing the classrooms and the students. The idea was so good, that one hundred years later, JA Worldwide has a network of 400,000 volunteers, reaching over 10 million students a year across 100 countries - with programs on entrepreneurship, financial literacy and work readiness. And it has an amazing 100 million living alumni worldwide!



The Farrell Company is proud to have created, a decade ago, JA's middle and high school programs on entrepreneurship: *JA It's My Business* and *JA Be Entrepreneurial*. Today we are very grateful for JA's wonderful support of the book; first in arranging the interviews with the 70 high achieving alumni featured in the book, then encouraging JA Regions worldwide to use the book as part of JA's 2019 Centennial Celebration, and finally for supporting all of Larry's trips to introduce the book to those Regions. Below is a snapshot of the PowerPoint presentation Larry uses – highlighting some of the great JA alumni in the book!

JA ALUMNI INTERVIEW INTRODUCTION


"JA Bahrain is my baby and I can't abandon it because I really believe we can change people's lives!"



Shaikha Hessa Al Khalifa
Founder, Injaz Bahrain
JA Alumna United Kingdom

JA ALUMNI INTERVIEW SENSE OF MISSION

"Our goal was to get America, and the world, online"



Steve Case, Founder America Online (AOL)
JA Alumnus, Hawaii

JA ALUMNI INTERVIEW CUSTOMER/PRODUCT VISION

"It turned out to be a unique idea that could be patented so I became the youngest person in Estonia to ever receive a patent."



Karoli Hindriks
Founder, Jobbatical
JA Alumna, Estonia

JA ALUMNI INTERVIEW HIGH-SPEED INNOVATION

"Every young person can have an impact on the world."



Sanjay Gupta, Chief Medical Correspondent - CNN
Neurosurgeon, Emory University Medical School
JA Alumnus, Michigan

JA ALUMNI INTERVIEW SELF-INSPIRED BEHAVIOR

"In addition to being a good professional, you've also got to be a good person, a good citizen."



Donna Shalala
President Clinton Foundation,
President University Of Miami
US Secretary, HHS,
JA Alumna Ohio

JA ALUMNI INTERVIEW CONCLUSION



"I wanted to change the world and that's what led me from law to politics."

David Lammy
Member Of Parliament, UK
JA Alumnus, United Kingdom

9. Our YouTube Channel: You can now view three videos on our YouTube Channel. First is a three-decade review of Larry's speeches, seminars and TV interviews. Next is a new corporate entrepreneurship keynote, followed by an address on entrepreneurial economies. The link is just below.

Authority On Entrepreneurship - Three Decades Of Clips
Creating The Entrepreneurial Organization
Creating Entrepreneurial Economies

< https://www.youtube.com/channel/UCvO_gW_AbYcYnZqb1qgjlBA >

Thanks for your interest and happy entrepreneuring in 2019!

The Farrell Company
www.TheSpiritOfEnterprise.com

