

The Farrell Company

Entrepreneuring Around The World 2021 Highlights

Dear Clients, Colleagues and Friends,

Here is the current edition of our 'staying in touch' report - my brief replacement message for our long-running annual newsletter, *Entrepreneuring Around The World*. Again, it come with best wishes for all our good friends around the world, as we head into the third year of the global pandemic. In spite of COVID-19, or more likely because of it, 2021 actually became a memorable year for The Farrell Company. I'll mention here the three most notable events or activities of the year:

1. The Wonderful New World Of Working Virtually: After nearly four decades of speaking at large conferences to live audiences and delivering seminars in real classrooms to real participants, I was 'forced to go virtual' – and I loved it! Really, I learned to 'love the camera' and learned how to look my audience right in the eye - through the lens of that camera. Here are three diverse examples of my introduction to the wonderful new world of digital speaking and training:

- My very first virtual speech went out to the largest audience I have ever addressed! I was invited to deliver a Keynote Address on '**Creating Entrepreneurial Economies**' to over 5,000 students and faculty at Amity University, the largest private university in India. The occasion was Amity's 25th Annual Economic Summit. I later joined a panel of economists from India, Europe and North America to answer questions somehow channeled up from the vast audience. The moderator was the famous entrepreneur/founder of Amity, Ashok Chauhan – who seemed to agree with every answer I gave. All in all it was quite a debut experience! And it made getting up and speaking from Arizona at 5am even better, by being awarded the **Amity Entrepreneurship Excellence Award**!

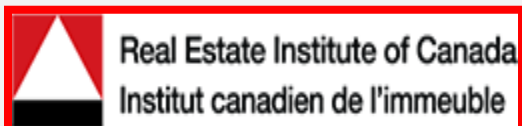


Entrepreneurial Accolade: India 2021



- A second experience was perhaps more typical - a small conference of educators in Estonia just wanted a short seminar on teaching entrepreneurship - which I happily delivered. Of course it wasn't as exciting as my first visit to Estonia way back in 1992, when my host was the young, new, 32 year old Minister of Economy, Toomas Sildmäe. Estonia had just declared its independence from the USSR so my series of talks on entrepreneurship was a big deal for the Ministry. Even so my talk to the educators last year was well received with a lot of good questions and discussion. While it may not have been as exciting as 1992, it's all in a day's work now – and I loved doing it!

Toomas Sildmäe, Minister of Economy, Republic of Estonia – 1992



- I also delivered an online Keynote Address for the annual conference of the Real Estate Institute of Canada, for my long-time friend and client, CEO Stephen Ashworth. In early

2020 he asked me to present in person at REIC's annual conference in Edmonton. Then COVID-19 arrived and the conference was cancelled and re-scheduled for June of 2021 as an all virtual event. This was actually the third organization, led by Stephen, that we have worked for. He first used us when he was the President of Junior Achievement in Canada. Next he invited me to address the International Institute of Business Analysts, where he was the CEO. The pix is Stephen and me at that event, which drew 1,400 attendees!

So, thanks to COVID-19, I have now joined the rest of the digital speaking and training world - and love it - even though I do miss the person to person feel of the old conference hall and classroom.



Stephen And Larry – 2014

2. I Finished My Memoir: A second notable event in 2021, more personal than professional, was that I finished my memoir! As previously reported, I started the project just to have something fun and creative to do in my down-time during the pandemic. I finally stopped writing at 152,921 words, brought to life with a ton of great photographs, all splashed across 510 pages. I should probably say its 99% finished, as a few more interesting things may still happen in my life before I check out!

TRAVELS WITH LARRY

LESSONS LEARNED & LAST LAUGHS

***Across 50 years, In 100 Countries,
From 1,000 Unforgettable Characters***

I must say, conjuring up and writing down all my worldwide experiences kept me alive and well during the darkest and most boring months of the pandemic. It's also fun to realize now how many "unforgettable characters" in the book are actually receiving this newsletter! As I mentioned in an earlier email, I heartily recommend to anyone, with time on their hands and stories to tell, to start writing up their own life story. You will surely enjoy doing it and your grandkids will thank you forever!

3. Starting-up Our Online Entrepreneurship Venture: The pandemic definitely high-lighted the fact that it was time to transition our decades of entrepreneurial research and teaching experience to digital learning platforms. So in mid-2021 we signed a partnership agreement with Novita Digital LLC, a new world-class digital learning group, to transition our three main entrepreneurship programs to online digital platforms. We will then jointly market them worldwide. Novita is headed by our long-time friend, client and 'digital learning guru' Darrell Luzzo. He was our client at both Junior Achievement Worldwide (our biggest client ever) and giant Laureate Education which owned 80 universities.

After seeing the early filming and programming work Darrell's master developers have done, I'm convinced we will soon be offering our clients and Affiliates around the world the very best, and certainly the most proven, online entrepreneurship courses in the world. Following is a sampling of diverse clients in North America who have already agreed to be 'early users' of the programs.



Our Partner - Darrell Luzzo



• **Warrior Transition Veterans Training:** The first client to sign up to be an early user is our friend and long-term Partner, John Trujillo, and his unique non-profit organization, Warrior Transition. In early 2014

John provided us with a once-in-a-lifetime opportunity. He invited us to join his charity in a new project, the first of its kind anywhere, to train and mentor returning veterans to become entrepreneurs. John asked us to partner with him in this historic project, which has become known as the *Warrior Transition Getting Entrepreneurial Seminar*.

Now John has stepped up again – to be an early user of our new online version of the Getting Entrepreneurial seminar. John works closely with the US Department of Defense and Small Business Administration, which sent a representative to all our live seminars to explain to the veterans how to apply for SBA start-up loans. SBA has agreed to do the same for our online version – via Zoom. The Warrior Transition online program is scheduled to start in early April. Thank you John!



Larry & John At The NPC



• **Goossen-Farrell Canada:** I call Rick Goossen the ‘entrepreneurial renaissance man’ of Canada: He’s a corporate lawyer, venture capitalist, former Director of Entrepreneurship at Trinity Western University, still teaches entrepreneurship at Oxford University, a published author, founder of the Entrepreneurial Leaders Organization (ELO) and has been our Affiliate for Canada since 2005. I met Rick when he was editor of the online journal, *Business Strategy*, and interviewed me for an article in 2004. We hit it off immediately – and the rest is history. Over the years Goossen – Farrell has had many great clients in Canada, always accompanied by terrific press coverage.

In 2020 Rick asked me to address two of his Entrepreneurial Leaders Conferences, in Winnipeg and Toronto. Then COVID-19 hit and all such events were cancelled around the world. Rick has re-scheduled them for 2022 – so fingers crossed! Even so, Rick is keen to offer his Canadian market our new online alternatives to the in-person programs. So Goossen-Farrell will become the first country Affiliate, to represent our new online entrepreneurship training programs. Thank you Rick!



Rick Goossen In Canada



• **University Of Guam:** In 2019 Dean Annette Santos of the School of Business and Public Administration at the University of Guam, invited me to deliver our Getting Entrepreneurial workshop to the students. After the session Dean Santos and I discussed possible collaboration in

the future – even though it takes a full day just to get to beautiful Guam in the South Pacific. Now, our online venture will make our working together easier and cheaper. So Dean Santos, or Annette, has assembled a team to work out the details and logistics – for the U. of G. to become our first university user! Thank you Dean Santos / Annette!



Dean Annette Santos

I'll soon have more to say about our three new online programs: *Getting Entrepreneurial* for aspiring entrepreneurs, *The Entrepreneurial Organization* for company managers, and *Creating Entrepreneurial Economies* for economic development agencies - so stay tuned . . .