

The Farrell Company

Entrepreneuring Around The World

2023 Updates

Dear Clients, Colleagues and Friends,

Here is another edition of our long-running newsletter, *Entrepreneuring Around The World*. The headline for this edition is that our new venture, *Farrell-Novita Online Entrepreneurship*, is up and running! We have indeed 'gone digital!' But as you will see just below, I first want to confirm that our live, in-person presentations and seminars, remain very much alive and available.

1. All Updated . . . Live Keynotes, Executive Overviews And Full Seminars:

For Individuals



Getting Entrepreneurial

For Company Managers



The Entrepreneurial Organization

For Government Leaders



Creating Entrepreneurial Economies

Our three key programs have all been updated and refreshed, as we filmed days of new video and prepared the programs for transitioning to Novita Digital's online platforms (see below.) These are the live programs that have been taught to over **8 million people, in 46 countries and across 9 languages** – more than any university, online education group or training company in history. So today, our clients can enjoy and learn from our three entrepreneurship programs – in three different ways: Live in-person presentations still, or live Zoom webinars, or via the new online versions. Regardless of which option you choose, you will be in good company. As my publishers love to say: "Larry Farrell has taught entrepreneurship to more people, companies and governments than any person in the world." 😊

2. Welcome To Farrell-Novita Online Entrepreneurship: We have launched the first online versions of our three key seminars: *Getting Entrepreneurial* for aspiring entrepreneurs, *The Entrepreneurial Organization* for company managers, and *Creating Entrepreneurial Economies* for government leaders.

We've teamed up with Novita Digital, a new digital education group headed by our long term friend and client, **Darrell Luzzo** - to the right. He's the former Sr. VP of Education Programs at Junior Achievement Worldwide (the world's largest education NGO) and Sr. VP of Digital Programs at Laureate Education (the world's largest network of online universities.) Darrell's team are all former Laureate digital education master developers. They have created our new online programs as



perfect replicas of the seminars we've been teaching in live classroom settings for decades – which of course included many days of filming new video of me teaching the key entrepreneurial practices for which we are known around the world. We're lucky to have such an experienced and world-class digital team led by Darrell.

As referenced above, we now have perfectly compatible, state of the art programs, for both our live offerings (in-person or Zoom webinars) and our new online offerings. Of course, this range of delivery options also enables us to combine them and offer a hybrid learning model for students. Indeed, we strongly encourage, and provide guidance on, adding facilitator led segments to all our online seminars - for clients and students who want or need that proven combination.

You might also visit the new **Farrell-Novita Website**: < www.GettingEntrepreneurial.com >. The website provides a full description of the three online seminars, more information on our global experience and a full 90 minute demonstration of the actual seminars. Click on and enjoy!

3. Our Affiliates/Partners Around The World: The Farrell Company has been very active internationally for four decades. We are continuing that strategy with our online venture. Farrell-Novita is already operating through a network of Affiliates in over 20 countries. Many of our Partners have represented The Farrell Company for years. As is obvious from the list of countries below, we have concentrated on English speaking markets during our start-up phase – and I'm pleased to say, that initial effort is nearly finished. In phase two, we will seek Partners in major non-English speaking markets like Brazil, Germany and China – where we have also enjoyed success in the past. We are indeed grateful to all our current Affiliates/Partners for enthusiastically joining our new digital journey. The complete list, as of today, is as follows:



1. Vince Concio, Manila Execon Group, The Philippines: < Vince.Concicio@meginc.com.ph > Vince is actually the son-in-law of Raul Peñeranda, our very first International Partner way back in 1983, and he now runs the same family business! The Philippines has always been a big and wonderful market for us! After so many decades working in the country, Manila Execon and The Farrell Company together have many friends and clients in the market. We're excited with the early positive responses from blue-chip Philippine organizations like Ateneo University, the most prestigious university in the country and our former client - and Vince's alma mater! Meanwhile, Vince, his family, and his team remain super enthusiastic about our joint digital venture. Vince has even taken to calling me "Uncle Larry" which I don't mind a bit!



2. Joo Seet Tan, Farrell-Novita Asia, Singapore, Malaysia, Hong Kong and Brunei: < JooSeet@Gmail.com > and see his new website at < www.Farrell-NovitaAsia.com >. Joo Seet Tan in Singapore is a close second in longevity to our partners in The Philippines, as he became our Affiliate in 1985. He has run his own training and consulting business ever since. Together, we also have many friends and clients across his entire Southeast Asia marketplace - which includes the four countries above. Joo Seet has always been a great Partner and friend, and we are looking forward to working with him in our new digital venture. Finally, note that Joo Seet and his team, Cara, Jowell, et al, have already created a website for the online entrepreneurship business. I urge you to take a look!



3. Dr. James Ji, Center For Entrepreneurship & Innovation, University of Guam: < JJJ@triton.uog.edu > The U. of G. became our first University Partner and several months later also became our first University client! Our initial introduction to the U. of G. was back in 2018 when Annette Santos, Dean of the School of Business and Public Administration, invited me to deliver a workshop to the students. That led to the Center For Entrepreneurship & Innovation becoming our Partner for the entire territory of Guam - under the leadership of Dr. James Ji. He has now enrolled our first online university students – and we look forward to many years of partnering with him! Meanwhile, our good friend Annette Santos, retired (early) and became Dean Emeritus of the U. of G. School of Business. Read on for her next step with us!



4. Annette Santos, Dean, School of Business, Chaminade University of Honolulu: < Annette.Santos@gmail.com > Early this year I was surprised to hear from Dean Santos at the U. of G., that she was retiring early from her prestigious position. She seemed awfully young to be retiring. So it wasn't a surprise at all when our former benefactor (who had just been named Dean Emeritus at the U. of G.) contacted me again to say she was moving to Hawaii to become the Interim Dean of the Chaminade University School of Business – and by the way, did Farrell-Novita have any representation there? Well, that was music to my ears, and we quickly agreed that Dean Santos should once again be our Affiliate/Partner, but this time in Hawaii – working through the Chaminade School of Business! So thank you again Dean Santos!



5. John Trujillo, Warrior Transition, Washington, DC, USA: You can reach John at < TrujilloJET@Yahoo.com > and visit his terrific website at < www.WarriorTransition.com >. John Trujillo, the founder of the Warrior Transition charity, is a client, a friend and now a Partner in our online venture. In 2014 John invited us to join his charity in a new project, the first of its kind anywhere, to train and mentor returning American veterans to become entrepreneurs. The training is completely free for the veterans, all paid for by his charity! The program got great reviews and has become known as the **Warrior Transition Getting Entrepreneurial Seminar**. John is excited about the 'WT-GE' training online as it expands his reach and makes the training available anywhere, at any time, across the entire USA and even the world!



6. Stephen Ashworth, Ashworth Consulting, Canada: < SAshworth126@Gmail.com > I first met Stephen in Washington, DC in 2006, where I was introducing the Junior Achievement entrepreneurship programs we had written, to the JA Worldwide Global Leadership Conference. Since that time Stephen has become a world-class supporter of our entrepreneurial message – becoming our client at three different organizations he ran: First, as President of JA Canada, then as CEO of the International Institute of Business Analysts and most recently as CEO of the Real Estate Institute of Canada. I'm thrilled to report that Stephen has continued his enthusiastic support for entrepreneurship into the digital age - by becoming the Farrell-Novita Partner for Canada! Darrell and I look forward to working with Stephen again – continuing our great professional and personal relationships built up over the past 18 years!



7. Terri Scott, Ireland, UK: < TerriScott@gmail.com > The only person in the world who tops Stephen Ashworth's amazing record above is Terri Scott, right 'across the pond' in Ireland and the UK. She has been our client in four organizations and is obviously another huge fan of 'the entrepreneurial spirit!' Terri first hired us in 2004 when she was the Managing Director of Invest Northern Ireland, the economic development agency of the UK government. She did it again as the CEO of the Ryan Academy of Entrepreneurship in Dublin. Next came a decade long engagement at the Institute of Technology in Sligo, where Terri was President. And finally as the CEO of Northern Regional College in Belfast, she hired me for the 4th time. She ended her academic career with a brief stint as Vice Chancellor of Ulster University in Belfast. Naturally, she knows everybody in business and academia. So I'm also thrilled that Terri, in the early days of her 'active retirement,' will be our Partner/Advisor for Ireland and the UK!



8. Adela Cristea, Ascent Group, Romania, Bulgaria, Serbia, Moldova: < Adela.Cristea@AscentGrouo.ro > Adela has been our Affiliate/Partner in Eastern Europe for over 15 years! In 2009, I trained 6 Ascent Group staff to deliver our programs. The region has been one of our most active markets since then. Our client list in the market territory is long and impressive including blue-chip organizations like: IBM, Xerox, Banca Romana, Avon, Coca Cola, World Economic University of Sophia and Ascent Public Seminars in Bucharest, Arad and Timisoara, Romania and Sofia, Bulgaria. Adela and her great staff, including Vlad and Cristina who are working on the new venture, are very knowledgeable about our business. They know how to promote, sell and teach our programs. And they are already planning for the translation of the programs into their local languages. Best of all, they have their own digital platform for online training! We are lucky to have Adela and the Ascent Group as our Partners for Eastern Europe!



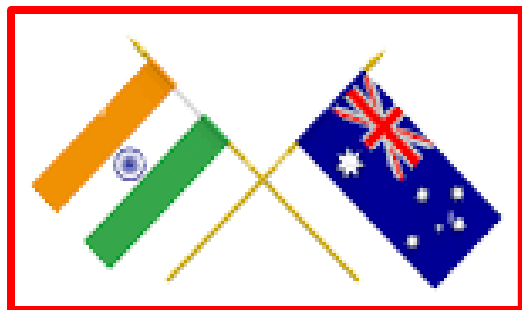
9. Dr. Nitin Rughoonauth and Dr. Oomesh Gukhool, University of Mauritius: Nitin is our lead contact, so I'll show only his email here. < N.Rughoonauth@uom.ac.mu > We are just starting up with our Affiliate/Partner for the beautiful country of Mauritius - 'the hidden jewel of Africa!' In 2014 I was invited by the Mauritius Government to keynote their *Africa Partnership Conference*, attended by 35 African countries. During that visit I also delivered a talk on 'the entrepreneurial spirit' at the University of Mauritius. My host for the event, Vice Chancellor Mohee, loved the talk and suggested we collaborate on entrepreneurship education in the future. When the Farrell-Novita venture became a reality, I re-contacted her and discovered she had become the country's Commissioner of Higher



Education! She turned me over to the University's Chancellor, Dr. Autrey, who nicely assigned Nitin(L) and Oomesh(R) to work out details with me. We are now in start-up mode with the U. of M. and look forward to working with Nitin and Oomesh to serve the individual, organizational and government markets, where this partnership all started 9 years ago! We are delighted to offer a hearty 'welcome aboard' to Nitin and Oomesh!



10. Stay Tuned For India And Australia: As noted above, we have been focusing on English speaking markets in this early phase of the Farrell-Novita start-up. Just two significant countries remain in that category: India, the largest English speaking market in the world, and Australia, one of the most advanced and entrepreneurial markets around the globe. Fortunately, we have long histories in both countries and have already started our searches there. We have worked in India for 25 years, with many blue-chip clients such as Infosys, Amity University and the prestigious Confederation of Indian Industries (CII) where I have delivered 5 Keynote Addresses over the years! Likewise, we've been working in Australia since the 1990s, with great clients like Oracle, DHL and the government of New South Wales. So stay tuned for announcements on new Farrell-Novita Affiliates/Partners in these two important markets!



4. A Sampling Of Early Users: Yes, we have begun enrolling students! Below are two early and exciting examples! They are two of the earliest Affiliates/Partners to sign on with us – and they are also among our earliest users! Congratulations and thanks to Dr. James Ji at the University of Guam and to John Trujillo at the Warrior Transition non-profit in Washington, DC!



• **Warrior Transition Veterans Training:**

Our first online client was 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 - to train and mentor returning veterans to become entrepreneurs. That historic project became known as the **Warrior Transition Getting Entrepreneurial Seminar**. John has stepped up again - to be an early user of our online **Getting Entrepreneurial Seminar**. He also continues to work closely with the US Department of Defense and the Small Business Administration to identify and help fund future veteran entrepreneurs! Thank you John!



Larry/John At The NPC



• **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. That led to The Center For Entrepreneurship & Innovation at the U. of

G. becoming one of our early Partners for the online venture. Today, under the guidance of Dr. James Ji, the University Of Guam has become our first university online user in the world! Dr. Ji is cleverly using the online **Getting Entrepreneurial Seminar** as the course textbook for his Business Start-up class. The early feedback is very positive, So thank you Dean Santos and thank you Dr. Ji!



Dr. James Ji

Please contact us, or any of our Partners above, for more information on our live or online programs. Meanwhile, thank all of you for your past support – and happy entrepreneuring for 2023 and beyond!

Larry C. Farrell,
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www.GettingEntrepreneurial.com