

The Farrell Company

Farrell-Novita

Entrepreneurship Around The World

Live & Online 2024

Dear Clients, Colleagues And Friends Around The World,

1. Our New Look: Welcome to the first issue using our new masthead highlighting the fact that our business model has permanently changed and expanded – with thanks to the successful launch of our new venture, **Farrell-Novita Online Entrepreneurship**. Today we're pleased to report that it is indeed up and running in over 20 countries, and we are enrolling students from Asia, Europe, Africa and North America. In that spirit, we'll start off this issue with two upcoming and very exciting online client projects – in New Mexico, USA and the beautiful island country of Mauritius off the east coast of Africa.

2. The City Of Las Cruces: We're now planning to start up an 'economic development project' for the city of Las Cruces, NM in 2025! I will first deliver our **Creating Entrepreneurial Economies Seminar** for Mayor **Eric Enriquez** and his top team – and we will then use the "hybrid" version of our **Getting Entrepreneurial Online Seminar** to train the aspiring entrepreneurs enrolled in the program. We're also very pleased to have **Chris Faivre**, Dep. Dir. of Ec. Dev. in Las Cruces, as our primary contact. We must also thank our Government Partner **John Trujillo**, for enabling this exciting opportunity. We look forward to starting this important project!



Chris Faivre



John Trujillo

As reported earlier, I delivered the pilot program and met with **Mayor Eric Enriquez, Director of Economic Development Elizabeth Teeters and Deputy Director Chris Faivre** last July. That was all successful and Chris is now working with us to plan and budget the project for fiscal year 2025/26.

The Getting Entrepreneurial Pilot Program

Even The Mayor (in a suit!) Attended



3. University Of Mauritius - Partner/Client: Also, our Partners at the **University of Mauritius** have now vetted and signed off on our 5 year Agreement, which Dr. Gukhool recently confirmed! It has taken a while because the University's Legal, Finance and Academic Departments all had to approve it. We are delighted that the students will be granted full academic credit for the online programs. UofM is large with 15,000 students, and we are looking forward to enrolling the first student groups in the **Getting Entrepreneurial Online Seminar** by the end of this year and then corporate groups in **The Entrepreneurial Organization Online Seminar** next year. I will facilitate both initial seminars and train UofM staff to carry on. We're very thankful to Oomesh and his great team, Nitin and Jason, for giving us this big opportunity! We look forward to working with them and the UofM in the future!



Dr. Oomesh Gukhool



U. of M. Crest

We've actually been working in the country of Mauritius – often called 'the hidden jewel of Africa' - since 2014. We've had several great clients there over the years: The **Mauritius Board Of Investment**, the **Mauritius Chamber of Commerce And Industry**, **Amity University** and of course, our Partner - the **University of Mauritius**! The photos below show me meeting with the young Minister of Education and delivering the Keynote Address to a Mauritius Government Economic Development Conference with 35 other African countries in attendance.



Minister of Education Jeetah



Addressing Economic Conference In Mauritius

4. Focusing On Both Our Online And In-Person Programs: As the two large client projects above illustrate, our **Farrell-Novita Online** business is in good hands with our Partners around the world and at Novita Digital. One key thing we've learned is that online training really works best in a **"hybrid format,"** where some live facilitation, either in-person or virtually via Zoom, is used to guide and support the online training. This is especially important for companies, universities, governments and other large groups of students. It is exactly the approach we are taking with our new clients above, one a **government** and the other a **university**. Using a hybrid approach works well for us too. Here's why.

It turns out that **The Farrell Company's** decades of experience teaching entrepreneurship in live seminars, to **over 8 million people, in 46 countries, across 9 languages**, will also be very useful in our on-line training business! This has motivated us to remain focused on our traditional business of marketing and delivering live in-person versions of our entrepreneurship programs - while offering the new online versions as high quality, economical and easy to schedule alternatives - in hybrid formats.

With our online venture now fully operational, and the realization that our traditional in-person training

programs and experience will still be critically important to our overall business - I've become personally and happily re-engaged in my **'first love'** of delivering in-person keynotes and seminars on **the amazing power of the entrepreneurial spirit!** As a reminder to everyone, our three main entrepreneurship programs, now available in both live and online versions, are shown below:

For Individuals



Getting Entrepreneurial

For Company Managers



The Entrepreneurial Organization

For Government Leaders



Creating Entrepreneurial Economies

5. People We Know - Creating The World's Most Famous Speakers Bureau: Continuing our series on important and/or famous people we know - this issue's piece could be re-named: ***"People Who Called Us Last Month!"*** Out of the blue, I received an amazing and very surprising phone call from Harry Rhoads, Co-Founder and Chairman of the world-famous **Washington Speakers Bureau**, which just happens to be the most prestigious Speakers Bureau in the world! Both Rhoads and his co-founder, Bernie Swain, are legends in the worldwide speaking industry. **'WSB's'** roster of speakers is full of Presidents, Prime Ministers, CEOs and best-selling authors. So I was delighted to get his surprise call, followed by an extraordinary one hour meeting on Zoom! Rhoads' opening comment went something like this: "Larry, you've had a great career as the world's expert on entrepreneurship, which has become a hot business and economic speaking topic - and I want to talk to you about all that!" While having **WSB** interested in my keynotes on **the entrepreneurial spirit** could be a golden business opportunity, capturing the interest of a global 'legend' like Harry Rhoads suggests a much more profound thought: **He knows exactly what topics are important around the world today - and entrepreneurship is at the top of his list!** With thanks to our new friend Harry Rhoads!



'Legend' Harry Rhoads

6. Lessons Learned From Decades Of Researching Entrepreneurship: In the third installment of this new series in our newsletter, we'll pick up on the final thought in the Harry Rhoads' piece above. If entrepreneurship is such a timely and important topic around the world, what is it exactly and why is it so important? After 4 decades of researching it, writing 5 books about it and teaching it to more people than anyone in the world - here's the 'lesson learned' and my simple answer to that big question:

"Entrepreneurship is the most powerful economic tool ever invented for individuals, companies and entire countries to create and sustain prosperity."

To reinforce and add to that simple answer above, I've put together a collection of quotes on entrepreneurship from some very smart people around the world - all clients or book interviewees. They range from the 20th century's top minister of economics to the world's most famous management thinker to a passionate high school teacher. I believe they illustrate the depth and breadth of the power and importance of entrepreneurship in the world today. In the spirit of full disclosure, the quotes are also some of my all-time favorite endorsements of our work in 'preaching and teaching' about the power of the entrepreneurial spirit - for people, organizations and countries. It's a unique and wonderfully diverse collection, and I hope you will also find the comments interesting and compelling.

"Bigger is better turned out to be another 20th century myth and Larry Farrell has just eloquently described why."

Peter Drucker

'The 20th Century's Greatest Management Thinker'



"Farrell's concept is a no-brainer! It's the best investment government can make. We can fund start-up businesses for five New York families – for the same cost of keeping one criminal in prison for one year!"

Charles Millard, President

NYC Economic Development Corporation



"The global entrepreneurship revolution has great economic and social potential. But for that potential to be fulfilled, entrepreneurship needs practical wisdom. For over 30 years, Larry Farrell has been sharing his abundance of such wisdom with - - - individuals, universities, businesses and governments around the world."

**Dr. Peter Heslam, Director, Enterprise Solutions to Poverty
Cambridge University, United Kingdom**



"In Asia, that land of the entrepreneur, Larry Farrell is respected and admired as the world's leading authority on entrepreneurship. His latest book, The New Entrepreneurial Age, strongly reinforces that acclaim."

Jet Magsaysay,

**Former Editor-in-Chief, Chief Executive Asia, Hong Kong
Dean, School of Business, Ateneo University, The Philippines**



"Thank you so much Larry. The students and the faculty were all blown away by your ideas."

Jessica Swanson,

**Magnet Coordinator, Technology
Dillard Tech High School, Fort Lauderdale, Florida**



“The greatest advantage I had as the Economic Affairs Minister was I never took a course in economics and the best economic idea ever invented is common sense. From the beginning we believed entrepreneurs are the backbone of every growing economy and the government must do everything in its power to help them succeed.”

**K. T. Li, Minister Of Economic Affairs, Republic Of Taiwan
The 20th Century’s Most Successful Minister Of Economy
‘The Father Of The Taiwan Economic Miracle’**



“Larry Farrell’s passion and commitment for entrepreneurial development, as well as his lifetime of real world experience, combine to help aspiring entrepreneurs achieve growth and development at all levels of capability. His expertise and support helped my tribal community gain the insight and courage to move forward with their start-up business planning and implementation.”

**Jamie Fullmer, Chairman, Yavapai Apache Nation
Founder, Blue Stone Strategy**



“Your Keynote Address and many Getting Entrepreneurial Seminars have been a great success! We’re very pleased and fortunate to have you partnering with us in the government’s ‘Accelerating Entrepreneurship’ initiative. This is important work!”

**Terri Scott, Managing Director, Invest Northern Ireland,
Government of NI & UK**



“Farrell has learnt what we all want to know; who shall inherit the earth? But if you listen to him carefully you may find an answer to an even more difficult question: Having inherited the earth, how do you get to keep it?”

**Nigel Bruce, Editor-In-Chief
Financial Mail, South Africa**



“Your interview was outstanding. Your ideas are so on target. The New Entrepreneurial Age should be read by anyone wanting to succeed in business and by any government officials wanting to create a climate of growth and prosperity. Thank you for the best business interview I’ve had in 30 years of doing this show.”

Erskine Payton, National Radio Host, Erskine Overnight



***"If you want to learn about international entrepreneurship,
Larry Farrell is your man."***

Tom Peters
'The World's All-time Best Selling Business Author'



"Wonderful! You were a smashing success at all three of the CII conferences where you spoke. We will want you back soon!"

**N. Srinivasan, Executive Director,
Confederation of Indian Industry**



"Larry Farrell's books and ideas on entrepreneurship are very popular in China. The **New** Entrepreneurial Age will also be well received here. Since 2004 we have had a productive collaboration and our joint venture business in China is producing good results for clients -- and for us."

**Dr. Zheng Li, Vice Dean, School of Economics,
Jilin University, China**



"We spent 51 years under Soviet communism. All the theories from western economists and management experts confuse us. But when Larry Farrell describes it, even former communists can understand what it takes to actually create enterprise."

**Toomas Sildmäe, Minister Of Economy
Republic of Estonia**



"Farrell's got the hottest topic of the year. We built our entire conference around it."
Kim Gantz, Editorial Director – CEO Symposiums, *Business Week*

"Larry Farrell is really a most unusual American. He has the perfect entrepreneurial message for French companies, and he presents it with a truly international touch."

Hervé Hannebicque, Sr. Vice President Entrepreneurship, Thomson/RCA , France

"Farrell's message not only changed the way we do business. It changed our lives!"
Franco Calandra, President, Rockwell International do Brazil

7. TRAVELS WITH LARRY: On a personal note, I have finally finished writing my 'memoirs!' After 178,015 words and 300 photos, spread across some 600 pages, I forced myself to turn off my "Irish gift-of gab" switch! I wrote the book as a family history for my grandchildren, and it was great fun! But who knows, Bob Diforio, my Harvard classmate and literary agent for all 5 of my published books, may sell it to a big publishing house in New York - so stay tuned. I should add that my experiences with many of you receiving this newsletter are covered in the book - all positive memories of course!

TRAVELS WITH LARRY



LESSONS LEARNED & LAST LAUGHS

*Across 50 Years, In 100 Countries,
From 1,000 Unforgettable People And Stories*

LARRY C. FARRELL
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8. Our 'New And Improved' Offer For 2025: As stated earlier, I'm happily refocusing on my 'first love' of delivering live, in-person presentations on ***the most powerful economic tool ever invented for individuals, companies and entire countries***. In that spirit, we're offering a quick and inexpensive way to introduce and/or re-charge the entrepreneurial spirit in any organization. The flexible 1 to 3 hour ***Executive Overview*** describes ***the hi-growth practices of the world's greatest entrepreneurs and how they can be instilled in people, companies and countries***. You might use the presentation as a conference keynote, a quick training seminar or even a fundraiser. It could be your most valuable meeting of the year! And for clients and friends like you, I will make the fee fit your budget!

Let me know if our '***new and improved***' offer to learn all about "***the most powerful economic tool ever invented***" interests you. I will be delighted to work with you. Meanwhile early best wishes for 2025!

Larry C. Farrell

The Farrell Company / Farrell-Novita Online

www.TheSpiritOfEnterprise.com / www.GettingEntrepreneurial.com

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