



# HR • ANEW *Perspective*

## Just Start!

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"I have one life and one chance to make it count for something.... I'm free to choose what that something is, and the something I've chosen is my faith. Now, my faith goes beyond theology and religion and requires considerable work and effort. My faith demands – this is not optional – my faith demands that I do whatever I can, wherever I can, wherever I am, whenever I can, for as long as I can with whatever I have to try to make a difference."

*-President Jimmy Carter*

Some time ago, I was privileged to be the guest of Sharon Pinder, then Secretary of the Governor's [Office of Minority Affairs](#), on [WOLB Radio](#) in Baltimore. Sharon had a live radio call-in show every Wednesday from 10:00 to 11:00 a.m. called *So You Want to be an Entrepreneur? Let's Chat!*

I must admit that I was a little bit nervous at first, but it was great fun! And I had an opportunity to talk about one of my favorite topics – being an entrepreneur.

People often ask how to become a business owner, and how to be successful. There are many answers to that, some of them long and detailed. But here is the short version: ***Just Start!***



You need to prepare yourself, of course. You need to know what it is that you will do, and more importantly, who your clients or customers will be. Do you know what matters to them and how you will reach them? Do you know how you will live while you get your business going? Cash may not come in right away or you'll need to reinvest it into the business, so you need to have reserves to draw on.

You can spend months or years preparing yourself and your family for a new way of life, you can dream and plan and scheme, but eventually you must step off that cliff and *Just Start*.

You may begin with just your expertise and the relationships you have built during your career. Perhaps you'll start as I did, with the office in my apartment and the dining room and a bedroom converted to office space for a staff member and me. It does not matter what kind of office equipment or furniture you have; your desire, drive, and determination will take you far. Creating and building your own company is exciting and rewarding – while you will experience challenges, it has more highs than you can imagine. There will be days when you wonder what on earth you were thinking. But that won't last, and the thrill of seeing your business grow and succeed will make it all worthwhile.

Research indicates that 97% of us never discover our purpose in life or achieve our dreams and goals. A tiny bit of faith and a positive attitude can take you far towards your efforts to start your business. Here are a few suggestions to help you get started:

- Consider what you have been dreaming about – that is, what do you want to accomplish in your lifetime.
- Determine what you are passionate about.
- Identify what is preventing you from pursuing your dreams and accomplishing your goals. Is it family, friends, peers, yourself, or a bad past experience(s) in your life (e.g., lack of love, molestation, abuse, etc.)?
- Find a way to address your childhood and/or adult pains and failures (e.g., seek counseling, read self help books, participate in a support group, seek to grow spiritually, journal, write letters to yourself about what happened, etc.).
- Doing something to benefit others will generally benefit you too. Therefore, you must find your purpose to ensure your legacy is accomplished, the world is a better place in which to work and live, or you help your family, friends, and the community, to name a few.
- Define your personal mission statements. For example, a personal mission statement(s) may include a desire you have related to adventure, assets, career, charity/giving, education, family, financial/investing, social, recreation, spiritual, and wellness/health goal area that defines your long term vision.
- Establish your goals. Use the SMART™ goals approach – that is ensure your goals are *Specific, Measurable, Attainable/Action oriented, Realistic, and Time-based/Tangible*.
- Seek wise counsel. Avoid seeking counsel from those who you know are going to agree with you for the purpose of being agreeable. Be completely honest and supply all the facts.

- Take wise risks.
- Identify a mentor who is very qualified in your area of interest, ensure they are trustworthy and ethical, and confirm they will be available to mentor and hold you accountable.
- Study and read. Read about the lives of successful people who overcame enormous challenges, created real value for others, or influenced other people's lives for the better (e.g., Dr. Martin Luther King, Jr.; Steven Covey, Farrah Gray, Oprah Winfrey, Miles Monroe, etc.).
- Close out the noise and see your success. 75% of our daily conversation is negative. Manage your ears and eyes. Use positive words in your conversations.
- Dress the part of an achiever – dress for success.

We all have a dream, the question is can we rise above our pains, fears, and past failures and have the drive to pursue our goals? Are you ready to join the world of entrepreneurs? Your time is now. Tomorrow is not promised to any of us... *Just Start!*

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Write to me through my web site and let me know if this article was helpful to you, and also let me know how you are doing or ask questions if you need assistance. All the best to you.

"Don't wait for your ship to come in, swim out to it."

-Jonathan Winters



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