

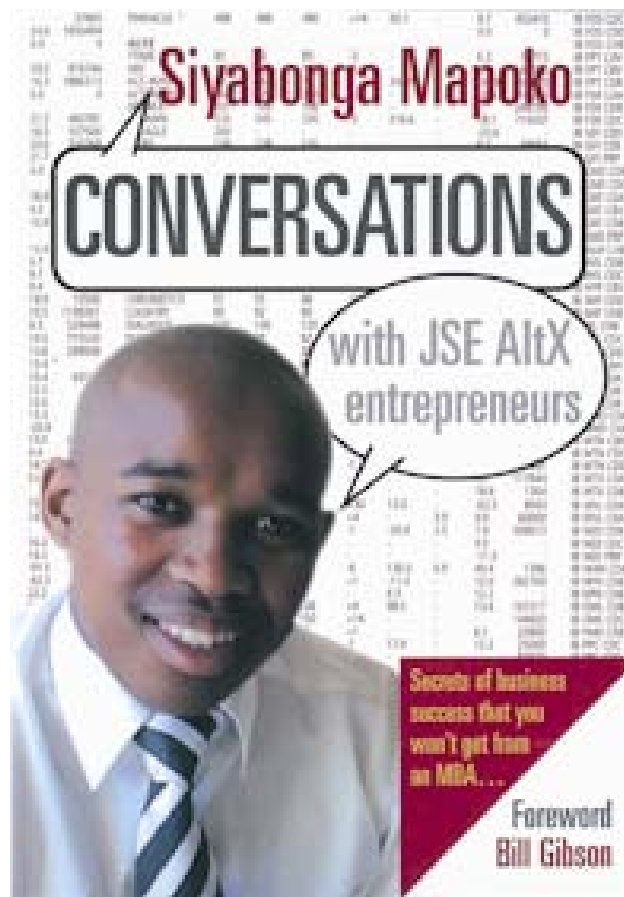
The best advice I ever
received

Siya Mapoko



“Entrepreneurship is the pursuit of opportunities beyond the controlled resources. Entrepreneurs don't allow reality to get in the way of their dreams - they need creativity to overcome obstacles and resilience to try again when they fail.”

**Mark Lamberti, Chairman Massmart
(South African billionaire)**





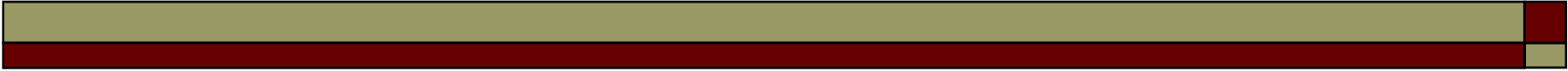
WHY THIS BOOK?

If I wanted to become a tramp, I would seek information and advice from the most successful tramp I could find.

If I wanted to become a failure, I would seek advice from men who had never succeeded.

If I wanted to succeed in all things, I would look around me for those who are succeeding and do as they have done.

– JOSEPH MARSHALL WADE –



“We gladly accept news and general information from friends, newspapers and advertisements. But valuable information – the kind that affects our lives – we insist on learning through our own experience. What a tragic waste!”

President Charles Eliot, Harvard University



Advice from Mark Lamberti

- “Before you embark on any meaningful journey in your life – you’ve got to set standards first.”
- “And if you want to leave a legacy, you’ve got to grow faster than your surroundings.”



Did I...?

- Did I learn?
- Did I love?
- Did I serve?



3 Type of people

- Makers
- Watchers
- Wonderers



My 2 favourite Chinese Proverbs

1. The person who says it cannot be done should not interrupt the person doing it.
2. The best time to plant a tree was 20 years ago. The second best time is now.



Internal Resources

1. Passion
2. Desire
3. Belief



5 Personal assets

1. Time
2. Energy
3. Ability
4. Reputation
5. Money



Lesson 1: THINK BIG

- “Since you are thinking anyway – you might as well think big” – **Donald Trump**

- “Imagination is more important than knowledge”
Albert Einstein

- “I always had this idea of one day owning an airline and with my friend Rodney James, who has always been an entrepreneur – we used to talk about it over a couple of beers”
Glenn Orsmond, 1Time Airline (South Africa)

Think Big



“We ran like the wind for the first five years and had a lot of growth at that time. On average we opened one store every 22 days and this went on for about six years.”

Carlo Gonzaga
(Pizza Franchisor – South Africa)



Think Big

- Take time out – just to think!
- “Leave me alone I’m thinking! Don’t you ever think?” – **Bill Gates** to his mother
(as a teenager)



Think BIG

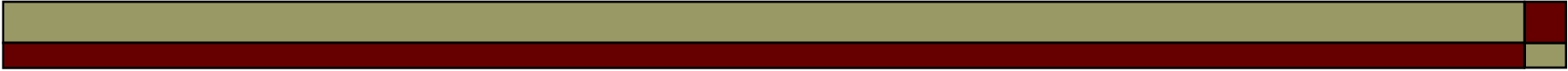
“Your life is too short and
your mind is too precious to waste
– to drift, to live without a goal.” –

Johann Wolfgang van Goethe



Lesson 2: AUTHENTIC GOALS

- Make sure your goals are yours
(not someone else's)
- Examine & evaluate your goals
- Feel the fire in your own belly



“Envy is ignorance.
Imitation is suicide.”

Emerson



Set Your OWN Goals

“Man is a goal seeking animal. His life only has meaning if he is reaching out and striving for his goals.” – **Aristotle**

Lesson 3: Commitment



“I had a vision three or four years ago and committed to it. I then exited my business in France, turned down a very senior job in a large UK financial services institution and I thought, “Now – I’m going to commit and I’m going to go and change my bit of the world ... change my reality.” – **Jason Drew (Dialogue Group - Biggest Call centre in Africa)**



Commitment

- Commitment is Action – not words!

“The world is a funny place: when you commit to anything, the world changes around you and conspires to help you in ways that you never thought possible before you made that commitment.” – **Jason Drew**



Commitment

□ Clarity comes before commitment

“The world has only ever been changed by one
thing and one thing only
– commitment –
and nothing else, not luck, not good luck, not very good luck, just
commitment.

President J F Kennedy stood up in the 1960s and said,

“We’re going to put a man on the moon.”

If he hadn’t made that commitment, we would have
never put a man on the moon.”

– **Jason Drew**



Commitment

2 types of action

- Obvious action – the next step
- Inspired action – taking advantage of opportunities, coincidences and synchronicity



Lesson 4: Persistence

“A set back is a setup
for a comeback”

Jim Rohn

Persistence



“...there’s no market for a new airline, if you start an airline we’ll destroy you. We’ll force you out. We’ll put \$13 million aside (to destroy your business) and you won’t last.”

Comair to 1time Airline

Persistence



“The stress was absurd – no sleeping at night, fighting with your wife, dreading every ring of the phone ... another creditor you cannot pay, wages due at the end of the week, salaries at the end of the month and your bank manager calling continually.”

John Barrow, B&W (Electrical Engineering South Africa)



Rules of this Game called Life

Rule #1

The most dangerous game you'll ever
play:

No one gets out alive!

- Don't play too safely...
- Get over yourself



Rule #2

Only Critical Moments Matter.

- Only in moments of decisions that your destiny is shaped
- Compression of time is the secret to everything

Rule #3

Winners learn to embrace mountains.

Invite challenges or at least welcome them – the only guarantees for your growth.





Rule #4

Past success is exactly that: HISTORY

Will only count at the end of the game



Rule #5

Master the art of communication... (with
yourself first)

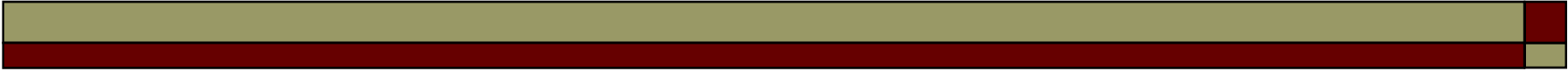
NEVER STOP LEARNING!



ALWAYS REMEMBER

“The most difficult of all tasks and hence the most rewarding – is the power to decide. It takes little power to do big things but it takes great power to decide on big things.”

Napoleon



“Thinking is an 8-letter word
spelling hard work. Most
people will go to any lengths to
avoid the labour of thinking.”

Thomas Edison



Thank You

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