



octane

The Entrepreneurs' Organization Magazine
June 2013

from law
to Love



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"By accepting the fear of the unknown,
I realized that the only thing getting in the way
of my success is me!"

Dare to Face Your Fears

Naomi Simson, EO Sydney
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EO360° – A Year of Growth and Greatness

When I started my year as your Global Chairman, we introduced EO360°, a theme born from our commitment to supporting the complete entrepreneur. Our goal was to inspire change, encourage greatness and drive positive growth in every area of your life. In doing so, we would help you become the best entrepreneur, parent, community member and person you could be.

I am proud to announce that we've excelled beyond measure this year! Since July, we've launched new programs geared toward personal and professional development; hosted events that emphasized business, family, community and personal leadership; increased EO's value rating in the All Member Survey; supported more members than ever before (9,300); launched a record-breaking seven new chapters; held highly rated Universities and learning programs; and launched MyEO, a monumental initiative that lets members customize their EO experiences.

It's been an incredible year, to say the least. As we say goodbye to FY2012/2013 and welcome another year of organizational excellence, I'd like to introduce you to Rosemary Tan, a longtime EO Malaysia member, EO leader and your Global Chairman for FY2013/2014. I am confident that under her leadership, EO will continue to make a significant mark not only in the lives of its members, but on the global business landscape. Good luck on your new leadership journey, Rosemary!

In closing, I would like to thank all of you for your incredible support of both EO360° and this amazing organization. It has been an honor leading you this year, and I know that our paths will cross again soon.



EO360° – Live it. Share it.

Samer Kurdi
EO Saudi Arabia
EO Global Chairman,
FY2012/2013
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Engaging the World in FY2013/2014

Throughout the year, you've watched the EO360° theme come to life on a local, regional and global level. You've seen how EO is helping members go 360° by offering more resources, tools and opportunities for personal and professional growth. As your Global Chairman in FY2013/2014, I will take this EO360° DNA and use it as a platform for my call to action: Engage the World!

In my mind, "Engage the World" is EO360° taken one step further. It's a global mindset. It's an opportunity for all of us to get more out of our entrepreneurial journey and give back to those who will follow in our footsteps. Since 1987, we've engaged one another in Forums, events and learning programs; we've engaged our chapters, businesses, families and communities; and we've engaged other organizations to help facilitate entrepreneurship around the globe. As we grow as an organization, it will be engagement that will drive us forward and help us transform one another and the world.

EO is stronger now than it has ever been, if I may say, transformed to reflect the hearts and minds of the most diverse groups of members. In FY2013/2014, we will build



**Global Chairman
Samer Kurdi hands
off the leadership
gavel to incoming
Global Chairman
Rosemary Tan at
the 2013 EO GLC:
Manila.**

on this strength and ensure that we continue to make a mark as an elite community of entrepreneurs. It all starts with engagement, because when we truly engage the world, we will create countless opportunities to impact others, and those opportunities will change lives. I'm honored to lead you next year, and I'm looking forward to engaging the world with you.



Gratefully,



Rosemary Tan, EO Malaysia
EO Global Chairman, FY2013/2014
rtan44@gmail.com



Enhancing Your EO Experience

As entrepreneurs, you rely on principles to guide your business to greatness; a set of values that serve as the sun to your organizational solar system. And these core principles make up the backbone of your business, affording you freedom of movement,

balance and an upright position in your industry. Without them, your business would lack the direction it needs to achieve excellence. EO recognizes the role that values play in a successful organization, which is why we continue to build our programs, our people and our initiatives around our own core values: Trust and Respect, Thirst for Learning, Make a Mark, Cool and Boldly Go!

In alignment with these values, and in step with our commitment to supporting the complete entrepreneur, we recently launched the World Class Member Experience (WCME), a three-year commitment between member leaders and staff, with the objective of increasing member value through enhanced service and engagement. We recognize the importance of maximizing value for our membership, and are committed to ensuring that the entrepreneurs we support get the most out of their EO journey. Through this initiative, we will help establish EO as an industry leader in service, while further solidifying our reputation as the world's leading authority on entrepreneurship. What's more, the WCME will help us attract more quality members, select top global talent, increase EO's overall performance, develop future EO leaders and retain high performers.

As members, you joined EO to tap into a growing network, leverage new tools for better business and learn from world experts through events, programs and executive-education offerings. The WCME initiative will ensure that these and other EO benefits you receive will continue to improve and evolve based on your specific needs. Much like MyEO, an initiative we're rolling out that's predi-

cated on building value through self-selection, the WCME will be an integral part of our customer service platform, driven by high-quality service on a local, regional and global level, and supported by programs that will offer the value you both expect and deserve. In the next few months, we'll start introducing offerings associated with the WCME, and that which align with our overall strategic plan.

Speaking of value, in this issue of *Octane* several of your peers offer insights into business management and how to get the most out of entrepreneurship. EO Sydney's Naomi Simson, for example, shares how facing her fears helped her become a more successful business owner (page 7), while EO Karachi's Imtisal Abbasi explains how family can provide the best business lessons of all (page 10). And in our special feature story (page 14), EO Singapore member Violet Lim walks us through her inspirational journey from law to love, and offers a new take on what it means to give back to your community. These are just a few of the stories you'll find in this issue of EO's award-winning magazine.

As we look ahead at a new fiscal year, please know that we are committed to making your EO journey truly memorable. If there's anything we can do to enhance your EO experience, please email us at info@eonetwork.org. As always, thanks for your support, and we look forward to continue delivering a world-class experience to you.

Regards,

Bob Strade
EO Executive Director
bstrade@eonetwork.org



EO Insignia/Quantum Leap Queenstown Adventure

MyEO – Champion an EO Experience!

MyEO
Endless Possibilities

Get the most out of your EO journey through MyEO, a new platform designed to foster global interaction and create more magical EO moments!

Now you can personalize your EO adventure through special events, Forums and groups designed to meet your unique needs and passions.

Engage MyEO today— champion a once-in-a-lifetime experience! The possibilities are endless. For more information, contact MyEO@eonetwork.org.



The Year of Living Spectacularly

David Rich, EO Spain – Barcelona

The best thing I ever did for my business was leave. I don't mean sell the company ... I mean go far, far away for an extended period of time.

In 2012, I decided to do what entrepreneurs do best—I took a leap of faith and moved. My good friend and mentor, Verne Harnish, was living in Barcelona, Spain, at the time, and he raved about its budding entrepreneurial community, perfectly situated between the mountains and the Mediterranean. It sounded tempting, but I was nervous: Would my clients and employees think I was checking out? Could my business survive if I were thousands of miles away? Would my children's education be on par with their current schooling? There was a lot to be worried about, but I knew that I would regret it if I didn't make the move.

Turns out it was one of the best decisions of my life! I like to say that moving a family of five from New York, USA, to Barcelona was like spring-cleaning for the soul. We sold two cars and our apartment, stored most of what we owned, shipped what was left overseas and boarded an international flight to a new land and a new life. What happens when you arrive in a foreign country, can't speak the language and don't know how to navigate the culture? Let's just say it was an experiment in patience, determination, cooperation, and above all, family bonding. There were plenty of professional challenges to overcome, as well. After I settled in, I found myself looking at my business in a new light.

Moving overseas forced me to set my business up in such a way that it would run smoothly while I was gone. I found the key to keeping things going was constant communication; I lined up team video conference calls every week and traveled back once a quarter to see employees and customers. In Barcelona, my mornings were devoted to strategic planning and marketing, and my afternoons were set aside for phone consultations. Along the way, operational decisions began to take on a new importance. Who could I count on to best represent the company in my absence? Who would rise to

the leadership challenge, and who would not? Traveling turned out to be a great way to determine who was and wasn't indispensable.

Despite all of the unexpected challenges, operating overseas had its advantages. Because of the six-hour time difference, I got a sizeable head start on my customers and employees in the U.S. every morning, and became 10 times more productive thanks to all of the time and mental space I allowed myself. The fact is I'm a more effective CEO sitting 3,700 miles (rather than 37 feet) away from my team. My absence has empowered my employees in ways that were not possible when I was always there to lean on them. What's more, the distance has enabled me to take a longer view of my business and plot new innovations for our future. Since I moved, our gross margin has gone up, our expenses are down and I've developed a more strategic, less tactical view of the company and our industry.

On a personal note, my family has been enriched by this experience, as well. Together, we've stared down countless challenges and have grown much closer as a result. Living and working (and for our children, attending school) in a foreign country has taught us lessons in resilience, adaptability, openness to other cultures and a profound appreciation for friends and family.

Before we moved to Barcelona, I hoped only that it would be a transformative year for me and my family ... and it wound up being a year of living spectacularly! My goal was to travel and create life-long memories, but I experienced so much more along the way. I re-engaged with my business, expanded my community and am now charting a new path that will incorporate the lessons I've learned this year about environment, productivity and perspective. Today, my business and family are thriving because I followed my dream. Best of all, we all learned that the world has so much to offer if you just open yourself up to it.

David Rich (pictured with his family) is the managing partner of Twig Lane Group, LLC., a firm that offers smart capital to entrepreneurs in the retail and consumer package goods community. Fun fact: David has run marathons all over the world, including in New York City (14 times), Paris, Prague, Mount Everest and on the Inca Trail.

Making the Most of Mentorship

Kent Lewis, EO Portland



As a long-time digital marketer and agency owner, I've advised a variety of startups over the years. In that time, I've witnessed and participated in countless mentorships, and have noticed some themes regarding their efficacy along the way. Recently, a mentorship experience within my own company taught me some valuable lessons regarding the importance of coaching.

Awhile ago, I had the opportunity to mentor my second-in-command and help her transition into her new role as CEO. My goal was to step back from the day-to-day operations of the business and pursue other opportunities ... but I had to first make sure that she was up to the task. It was soon clear that our mentoring relationship wasn't working, and I had to fire her. In that short time, I learned a great deal about what it takes to be effectively mentored. Here are four strategies to get the most from your business mentors:

1. Listen at All Costs: In business, it can be difficult listening to input, even if it does come from seasoned business advisors. To move the ball forward, you must be open-minded to new ideas and sufficiently thick-skinned so as not to take any negative feedback personally. In the case of my former CEO, she had difficulty listening to my advice and was eager to demonstrate she could do things on her own. As a result, our annual off-site event and five-year strategic plan were avoidable debacles that eroded her credibility with the team right out of the gate.

2. Always Ask for Help: A significant challenge experienced by a variety of mentees, as well as my CEO, is the ability to ask for help. In my work with incubator companies, I have found that most of the startups lacked the willingness or ability to ask for help, resources or introductions to strategic partners. My CEO was no different, yet she was well aware of what I could offer. Nine times out of 10, a mentor will have a useful answer to any request, and if they don't, it may be worth re-evaluating whether or not that individual is a good fit as a mentor.

3. Communication is King: I've found it extremely difficult to advise an entrepreneur if they're not keeping me in the loop regarding the state of their business. I can't advise on what I don't know. In mentoring relationships, mastering the proper velocity and relevance of timely communications regarding key business changes or updates is important. That includes properly framing issues, opportunities or questions, as well as justifying critical decisions. The primary reason I let my CEO go wasn't because of her poor performance in the new role, it was the discovery that she was withholding key information from me, which critically compromised trust and impacted the health of the company.

4. Act on Input: Taking action on specific input, advice or decisions is essential to earning trust from a mentor. In working with other startups, a common mistake I regularly experienced was the founder not making key decisions or taking timely action. In business, when you learn to embrace change, you begin to create opportunity. In the case of my CEO, I believe it was fear of failure that kept her from making key decisions, and the few actions she did take were safe and not strategic or helpful to the organization.

Coaching can bring with it a lot of challenges and opportunities. Based on my experience mentoring leaders, I realize that I have a long way to go before becoming a truly effective mentor. However, I know that these four steps will help me get there.

Kent Lewis (pictured) is the president and founder of Anvil Media, Inc., a marketing consultancy specializing in search engine and social media marketing. Fun fact: Since 1999, Kent has co-founded two agencies and two non-profits. He can also recite all 50 U.S. states alphabetically in less than 30 seconds.



SNAP SHOTS | North Carolina



From 19-21 April in Charlotte, North Carolina, USA, 400+ members from around the world gathered at EO NERVE, a US-East regional event, to learn from business experts, network and participate in once-in-a-lifetime experiences.

Identifying a Billion-Dollar App

Will Scott, EO Chicago



When was the last time you were performing a routine task and thought, “I wish we had an app for this!”? As an entrepreneur, that thought probably crosses your mind on a daily basis. After all, it’s getting easier to envision ways mobile apps can help you grow your business and earn more money. But what most entrepreneurs struggle with is how to determine *which* app idea will provide the most bang for their business buck.

My company recently identified eight apps for a client that, together, would provide a return of up to US\$323 million within the first year and a billion dollars over the course of three years. How did we come to this conclusion? What steps did we take to determine which apps were right for our client? In many ways, investing in an app is a lot like investing in a new business—it takes plenty of planning, patience and strategy. Here are seven steps we followed to help our client identify the right apps for their business:

1. Outline the Opportunity: Start by white-boarding your business strategies and goals for the year. For example, your goals might be to increase revenue, improve margins or reduce customer turnover. Chances are you’ve already prepared this information, but it’s important to put this up somewhere so you’re always reminded of the “why.”

2. Identify How You Will Get There: Each goal you’ve white-boarded will have one or more workflows. If your strategy is to increase sales by 10 percent this year, think about all of the workflows you use to make this happen. Record the workflows so you can refer back to them when you kick off the app-selection process.

3. Know Your Roadblocks: The next step is to identify all of the issues that could get in the way of these workflows functioning optimally. These roadblocks typically include things that take up time and resources. For example, face-to-face sales may include a workflow that involves filling out a paper order form, driving the form back to the office and entering the order information into a CRM system. The roadblocks in this process include using paper forms that must be keyed into a system and the need to drive back to the office to place orders.

4. Apply Mobile Apps: Now for the fun part! Looking at the roadblocks you’ve listed, envision ways you can apply mobile apps to alleviate these issues. For example, a searchable catalog available on an iPad may reduce the time your sales reps spend writing orders, or a quote-creation app may alleviate order-entry mistakes and speed up fulfillment. This is the chance for you to get inventive!

5. Score the Apps: Once your app concepts are developed, you can begin scoring them to determine the value they will bring to your organization in terms of time saved or revenue potential. I call this Return on App (ROA). For example, saving 10 percent of time on a task that costs the company US\$1 million annually delivers a cost savings of US\$100,000 a year.

6. Assess Other Criteria: In addition to revenue potential and cost savings, look at other criteria that can affect the success of your mobile app. These criteria are specific to each company, but often include things like the overall cost to implement the app, the effort needed from your IT team and how excited users will be to adopt the app.

7. Create a Chart: Once this criteria is gathered, create a chart of potential apps that will provide the most value and have the best prospects for adoption in your organization. Charting apps also helps organizations develop a mobile app strategy that prioritizes and plans for the future development of those apps that are chosen.

Nowadays, it seems like every business has an app of some sort, but not every business is making money or achieving growth because of their app. By following these steps for app selection, it will be easier to see how mobile apps can produce significant returns and contribute to the overall growth of your business. At the end of the day, the app you choose can mean the difference between making nothing and making millions.

Will Scott (pictured) is the president of Lextech Global Services, a technology solutions firm that helps businesses optimize workflows by identifying, designing and developing suites of custom mobile apps. Fun fact: Originally from Zambia, Will has lived in seven different countries and traveled to more than 30 before making Chicago, Illinois, USA, his home.



Naomi, minutes before she faced her fear and tried heliskiing for the first time.

What is success, and how do you measure it? Everyone has a different interpretation of what it means to be successful. To some it's accruing fame and fortune, while others define success as achieving a state of contentment. I think success is a lot like the notion of beauty—it's all in the eye of the beholder. When I was in my twenties, I thought success was being able to buy a pair of shoes without looking at the price tag. In my thirties, success revolved around having healthy, thriving children. Now that I'm in my forties, success to me is about making a difference in people's lives, including my own.

“ TO OPEN YOURSELF TO THE UNKNOWN MEANS CUTTING THE GROUND FROM UNDER YOUR FAMILIAR ACTIONS AND HABITS.” – DEEPAK CHOPRA

They say to fully achieve success, you have to know what it means for you, and then you have to allow yourself to dream despite the fear of failing. Every day, a colleague of mine tells her children, “Do one thing today that scares you.” She does this not because she's an irresponsible mother, but because she wants her kids to either try something, fail and realize it isn't the end of the world, or try something, succeed and experience the feeling of pride and success in overcoming the fear. It's a novel approach, and something I've begun to apply in my personal life.

“To open yourself to the unknown means cutting the ground from under your familiar actions and habits,” writes

DARE TO FACE YOUR FEARS

Naomi Simson, EO Sydney

health guru Deepak Chopra. I did that recently, and it opened my eyes to a new world. I decided to finally face my fears. My first step: Scuba diving at the Great Barrier Reef. I'm deathly afraid of sharks, so it was an amazing discovery for me to do something way outside of my comfort zone. By jumping in and accepting the fear of the unknown, I realized that the only thing getting in the way of my success is me! My fears, concerns and worries can try and slow me down in life and business, but if I face them—if I embrace them—I get the power back.

After my scuba-diving adventure, I was excited to keep the fear-defying action going. I decided to pursue my long-held dream of heliskiing on a New Zealand mountain. I wasn't sure I had the guts to do it, but I did it anyway. Equipped with special wide-powder skis, the only thing that stood between me and my dream was fear ... but what was I really afraid of? I know I can ski pretty well, I know that the snow would be soft and I know that if it gets too steep I could simply traverse the mountain. So where did this fear come from?

Sometimes in life we believe the weight of our fears because we don't know any better. But when you decide to face those fears and trust yourself, they vanish. It took me several runs on the mountain to relinquish control to the elements and let my skis do what they were designed to do. I had to trust that the preparation had been done, rely on my own abilities and just left myself go. The analogy to business was not lost on me. All the preparation, planning and debate finally came down to trusting my abilities and that of those around me.

As entrepreneurs, we often let our success dictate how we want to live our lives and run our businesses, but I've found that it's our fears that hold all of the power. When we start to define our fears instead of letting them define us, we gain an immense sense of control, and that can create a more exciting journey both in business and life.

Naomi Simson is the founding director of RedBalloon, an online experience retailer she founded in 2001 after leaving a serious corporate career. Fun fact: Since its founding, Redballoon.com.au has sold 1.9 million experiences and has been named a “BRW Great Place to Work” four times running.

Living and Breathing Your

BRAND

Jason Forrest, EO Fort Worth

Perception can be a powerful thing. As entrepreneurs, sometimes we see ourselves as honest, while our employees see us as brutally honest. Sometimes we see ourselves as balanced and our peers see us as lazy. The hard truth is that the way we want to be seen is often incongruent with how we're actually seen. It's the same with companies. Sometimes we have an internal understanding of who we are that doesn't match how our customers see us. It all comes down to branding.

A year ago, my team and I had a day-long discussion about our branding, in which we were upfront and honest about what our company is and is not. For twelve hours, we discussed our values, strengths and passions, while highlighting the unique qualities that separate our brand from others. It was a cathartic and much-needed session that allowed us to take a hard look at our customer service, our offerings and, most importantly, our identity within our industry. Over the years, I've learned that these exercises are integral to achieving continued business success because understanding, communicating, re-evaluating and maintaining your company's brand is an active process.

The first step in our branding session was to have a clear vision of who we are and who we want to become. To determine our own brand, we spent a big chunk of time distilling and clarifying our purpose: Why are we in business and what are we trying to accomplish? We gathered feedback and wrote down where we want to be in one, five and 10 years, and then we asked ourselves how we would get there and how we want our brand to be perceived. We concluded this part of the session by hashing out and determining our company's philosophy on everything from selling to marketing. We realized that in order to maintain our success, we must have a transparent and measurable brand.

Once we established our brand and its role in and outside of our company, it became the guiding force behind all of our subsequent communications. Over the course of the year, we asked ourselves whether we were communicating and demonstrating the brand that we established. We asked if it was congruent with

our purpose and everything we are trying to accomplish in the coming years. If we did things that weren't clearly aligned with our brand, we doubled back and ensured we restarted on the right path. It's all about maintenance. After all, there's no use establishing our company's purpose and brand if we don't live and breathe it every day.

To effectively maintain our brand and monitor how we're perceived, we implemented a feedback model. We solicited feedback from clients and discussed their responses internally. I then took that concept a step further by encouraging an internal evaluation of my own performance, where my staff can routinely evaluate me through a third-party questionnaire. As the leader of the company, I need to know that I am staying true to the ethos of our business. Any constructive feedback will help me understand how I can help myself and my business grow. What this evaluation taught me is that when feedback is delivered, it's important not to let your ego cloud the message. I now look for the truth in each message and let it provide objective reality, like a mirror.

Another thing our branding brainstorm taught us is that it's easy to be in line with your brand in one area and not in others. For example, our brand might come across OK in our marketing, but not in our face-to-face interactions with clients. The more we align our brand in every area of the company, the more we can control the brand. Finally, we learned that strong brands possess three things: clarity (who you are and who you are not); consistency (steadfastly expressing your brand via verbal communication, non-verbal communication, emails, etc.); and constancy (constant visibility to your target audience). When all of these things are achieved, a strong brand can have powerful results. For us, our brand intervention helped us perfect our brand and set us up for future success.



Jason Forrest is the chief sales officer of Forrest Performance Group, a firm that transforms companies into sales organizations. Fun fact: Jason has authored three books, has been recognized as a Top Young Trainer (from Training magazine) and was among the "Top 40 Trainers under 40" in 2012.

EO around the World



EO Japan Hosts Record-Breaking EO Asia Bridge Campus

From 1-5 February, EO Japan hosted the EO Asia Bridge Campus, a regional event designed to foster engagement and educate leaders, in Hokkaido, Japan. In all, a record 300+ members united for four days of inspired learning, networking and experience sharing. With a theme of “Feel the Snow Island,” members engaged ASAP leaders, participated in once-in-a-lifetime team activities and developed their leadership skills against a beautiful, snowy backdrop. Way to raise the bar, EO Japan!



EO Chicago and EO New Delhi Form First EO Sister Chapters Union

For the first time in its 25-year history, EO has formalized an EO Sister Chapters partnership between two chapters: EO Chicago and EO New Delhi. This partnership represents an exciting move forward to enhance member-networking opportunities and further chapter engagement around the world. On hand during this monumental occasion were EO Chicago's Chapter President Michael Krasman (pictured front right) and EO New Delhi's Chapter President-Elect Shamit Khemka (pictured front left), both of whom signed the first-of-its-kind agreement. For details about this program, please contact John-Mark Davidson, EO's Chapter Manager, at jmdavidson@eonetWORK.org.



EO Malaysia Hosts MyEO Event for Members' Children

From 4-7 April, EO Malaysia held its first-ever EO Next Gen Entrepreneur Camp, a MyEO event designed to provide members' children with an insider's look at entrepreneurship. More than 30 children from seven EO chapters and one YPO chapter jumped at the opportunity to “camp out” in Kuala Lumpur, Malaysia, and discover what it takes to run a business. Throughout the event, attendees heard from member speakers, participated in business-related exercises, played games and learned the value of teamwork in a fun and educational setting. Congratulations on an incredible event, EO Malaysia!





What a T-Rex Taught Me

Lessons I learned from my children

Imtisal Abbasi, EO Karachi

Sometimes business lessons can come from the least likely of places. In my case, some of my greatest lessons learned occurred on the family front. I'm the father of two amazing boys: Raiyan, a 14-year-old, and Nimr, an 11-year-old. My wife, Onaissa, and I try to impress upon them our values, but I also recognize that if you let them, kids can be great teachers. Here are a few business lessons I've learned from my children:

On Creativity

A few months ago, Nimr was playing with a variety of action figures. I asked him what he was playing. He looked at me with a straight face and said, "Star Wars, Pirates, Aliens and Ninjas." I said, "Well, where does the dinosaur fit into the game?" He quickly replied, "That's not a dinosaur, daddy, it's a pirate." Upon closer examination, the Tyrannosaurus Rex (or T-Rex) clearly had an eye patch drawn on with a black marker. My son showed incredible creativity and the ability to improvise and realize his vision.

There are rules, standards and operating procedures in business that we all follow, but this experience taught me not to be afraid to be imaginative. Now I do things differently than I have in the past, and I do things differently than our competitors. I always keep my eyes open for new opportunities to think outside of the box. And when all else fails, I draw an eye patch with a black marker.

On Sales

If you don't think you're going to get a "yes," find someone new to ask. Kids quickly learn which parent says "yes" to which questions. For example, my wife doesn't let the kids watch late-night football games very often, so they come to me. Similarly, I don't allow them to spend too much time playing video games, so they run to her. It's a shrewd business tactic, but sometimes it works. When it comes to sales, great leaders find the people capable of saying "yes," and they never give up, no matter how many people try to block their progress.

On Competition

We have a rule in our house that if one of the children does something that hurts the other, that child gets to choose the punish-

ment. It can be as severe or mild as they choose. Pulling hair or a punch in the arm could get you five minutes in the corner or a few weeks in your bedroom. Surprisingly, my boys are far more lenient on each other than we are as parents. They know that someday the shoe will be on the other foot. As a result, they've created a balance of justice where we seldom have to discipline them for "crimes" committed against each other.

Too often we see companies attack their competition in one form or another. It's been happening since the dawn of business, but my kids have taught me that you garner more respect out of leniency and mercy than you ever will out of punishment. I've discovered that our business audience will view us favorably if we build up our competition and then calmly explain why we think our company is better.

On Value

My children have the opportunity to earn some money every month if they follow through on a handful of daily and weekly chores. Recently, they've been more helpful around the house as they grow and their abilities improve. Raiyan said to me the other day when I asked him to help out, "I'm going to help you, daddy, but you realize this isn't part of my allowance."

It's great to go the extra mile for customers, but when you do, make sure they understand the value of your time. In my business, we encourage clients to exceed customer expectations whenever possible. At the same time, we know giving something away for free often creates the perception of worthlessness for that service. We make it a point to be subtle, but we also remind our customers that everything we do has value. This prevents us from being taken for granted, and will improve the perception of value in the minds of our customers.

As entrepreneurs, there are business lessons everywhere we look, and oftentimes they're staring us in the face. In my case, I learned some valuable lessons from my family. By paying attention to the world around me and constantly thinking about what it's trying to teach me, I've been able to adopt a clearer view of my business and make a bigger impact both at work and at home.

Imtisal Abbasi is the partner and COO of IAL Saatchi & Saatchi. Fun fact: Imtisal acquired a taste for adventure after running away from home at the age of 15. What followed was an interesting summer working for a film production company, as a typist to a psychologist, an assistant at a pathological laboratory, a burger flipper, a waiter and a proofreader.



Imtisal, with his wife, Onaissa.



NATALIA MATVEEVA, EO RUSSIA

Head of Business Development, Realore Studios
EO member since 2010

A passionate EO member, Natalia has been developing, publishing and distributing casual and mobile games since 2002. Her company has published more than 60 titles on numerous portals, including Yahoo! Games and AOL.

1. Do you have a nickname?

"My nickname is 'Dolerona.' I came up with it myself, and it stuck. It's named after a French island: Ile D'Oleron."

2. How would you describe Russia's business landscape?

"Opportunistic. Fun. Risky. You wake up in the morning and don't know what new administrative, bureaucratic or legal obstacle/opportunity the Russian government has come up with this time."

3. What excites you the most about entrepreneurship?

"The ability to make my dreams come true and the feeling that everything—literally everything—is possible if I simply commit to it."

4. What scares you the most about entrepreneurship?

"That I'm taking too much risk sometimes, although nothing else brings as much adrenaline and fun than my entrepreneurial adventures."

5. What was the last concert you attended?

"It was of a yet-unknown Russian artist who reads his short stories as songs, which are accompanied by violin improvisations."

6. When did you know you had "made it" as an entrepreneur?

"When I was 12 years old, and I earned more money in two weekends than my father earned in a single month."

7. What would people be surprised to learn about the online gaming industry?

"Most online games are free to play, but have in-app purchases (things you can buy within a game). Only about two to 10 percent of all players pay; however, some of them are willing to spend hundreds of thousands of dollars to simply place a picture in a game. In 2012, US\$13 billion dollars was spent in massive online multi-player games."

8. What's the most popular game you've created so far?

"The one that's in development, as I'm confident it will be a huge success. In terms of those that have already been released, it would be 'Roads of Rome.' The game and its sequels generate about two million downloads a month from different online and mobile platforms."

9. What's your biggest strength and weakness as an entrepreneur?

"Awfully disorganized and amazingly creative is the most accurate description of me."

10. If money weren't an object, what's the first thing you would buy?

"Happiness for one billion people ... but no amount of money can buy happiness, unfortunately."

Want to be highlighted in the next segment of "10 Questions"? Email us at octane@eonetnetwork.org.

The Do's and Don'ts of Delegation

Mike Stopforth
EO South Africa – Johannesburg

I don't claim to be an expert on entrepreneurship or management, but having run a business for six years, I've learned a few lessons that have helped me grow into a stronger and more successful entrepreneur. One of the hardest things I've had to learn is how to delegate properly. It's something that's difficult to do when you're used to being the guy who does it all, but it's an important step in taking your business and staff from good to great.

In my experience, many entrepreneurs start off not wanting to delegate anything to anyone around them (let's put them in category one), and I'm convinced that this is one of the biggest reasons why the majority of startups fail early on. "If you want something done right, do it yourself," is the war cry of those who adore their product or service, yet cannot conceive of anybody doing as great a job as them. Often, there are very good reasons for this lone-ranger approach, but I'm convinced you're doing yourself and your customers a disservice if you go at it alone.

The second type of entrepreneur I come in contact with is one who has realized the value of delegation, but will only outsource tasks to people whom they know can do a better job than them (category two). There's no risk involved, yet there's no room for growth either. By focusing only on select staff, you're preventing your entire team—and your company—from fully maturing. Your challenge, if you fit into category one, is to find people you can trust and start moving responsibilities over to them so that you can graduate to category two. If you're in category two, your goal is to use a wider delegation net and reach out to other employees capable of contributing.

In the end, the goal is to get to category three, where you're also delegating tasks to people who you know full well can't do a better job than you (but you have to be OK with that). This can be an enormous risk, but it's one you have to take in order to start working *on* your business instead of always working *in* it. While I'm not going to give a priority RFP to a new intern or send a junior account executive into a sales pitch with a CEO, I will delegate to those who still want to prove themselves. It's tough, but it's worth it if I want to grow my team and adopt a more high-level look at my business. Here are some other tips that have helped me delegate more effectively:

- » **Clearly Define the Task:** I've gotten pretty good at outsourcing tasks, but remain very bad at defining them. A clear brief to your colleagues and employees is half the battle won. A clear brief also helps you think through the project—something we as entrepreneurs seldom do well.
- » **Check in Often:** This doesn't mean you have to micro-manage people (I hate micro-management), but keep regular tabs

on your employee's progress, equip them with the tools they need to excel and connect them with the right resources to make successful completion easier.

- » **Debrief Failure:** If for whatever reason your staff member or colleague fails—which will happen in the beginning—spend some time debriefing them to ensure that lessons are learned and errors aren't repeated. The alternative—ignoring, ostracizing or neglecting them—will prevent your staff and your business from growing.
- » **Reward Success:** When your bet pays off, reward the responsible person with bigger tasks. Keep pushing them because their success will be addictive and you'll want to leverage that. Before you know it, you'll have a bunch of success-hungry people driving your company!

All in all, I've discovered a variety of benefits associated with delegation. Not only will you have more time to assess the state of your business, but your staff will become more autonomous; the wrong people will leave your organization (a benefit of delegation done correctly); you'll establish a powerful management layer allowing your business to succeed despite you; and, as I've experienced on several occasions, you'll renew your faith in mankind. No one said delegation is easy, but it's a challenge that's well worth it in the end.

Mike Stopforth (pictured) is the founder and CEO of Cerebra, an integrated communications agency that builds, engages and activates communities around brands. Fun fact: According to the law of averages, Mike has about 14,000 days left on the planet, and is bent on making the most of all of them.



EO Global Board Spotlight

A Special Look at EO's Influential Leaders



Daniel De la Garza
EO Costa Rica, EO Director
EO leader since 2004

When your entrepreneurial journey is over, how do you want people to remember you?

DD: Professionally, as an environmentally conscious person that lived passionately and influenced others positively. Personally, as a caring father, a grateful son and a loyal soul mate.

What's been your favorite EO experience so far?

DD: It would be building a home in a single weekend for an elderly woman with 17 children. My two teenage sons and Forum mates worked from dusk to dawn building the house. The satisfaction of providing this woman with a roof and sharing with her and my sons this humbling, moving and gratifying experience, is among my favorite EO experiences.

What are you doing when you're not leading EO or running your business?

DD: I love to cook for my sons! Also, scuba diving and traveling are my passions, so every time I get the chance I travel with my sons and go scuba diving. My goal before they go to college is to take them on a 12-day, live-aboard experience to Coco's Island, which is 300 miles off the coast of Costa Rica.

If your entrepreneurial journey was made into a movie, who would play you?

TH: Two words:
Matt Damon.

When you were a kid, what did you want to be when you grew up?

TH: I wanted to be six-feet tall and a wall of muscle ... score!



Tom Hobson
EO Cleveland, EO Director
EO leader since 2005

What's the greatest value you've received so far through EO leadership?

TH: Leading leaders from all over the world. It's truly been a once-in-a-lifetime opportunity!

Recognizing EO's Global Board



Since its founding in 1987, EO has been guided by a Global Board made up of experienced EO leaders, all of whom volunteer their time, resources and services to grow this organization and maximize membership value.

As we look toward FY2013/2014, we'd like to give a special thanks to the following outgoing Global Board members, all of whom made a significant mark in EO and the lives of members everywhere:

- » Samer Kurdi (EO Saudi Arabia) – EO Global Chairman
- » George Gan (EO Malaysia) – EO Director
- » Tom Hobson (EO Cleveland) – EO Director
- » Louis Licata (EO Cleveland) – EO Director

Want to learn more about our outgoing Global Board members? Scan the QR code below to watch a special "good-bye" video.



For information about the FY2013/2014 EO Global Board, please visit www.eonetwork.org.





from law to Love

For most entrepreneurs, giving back to their community means contributing to a charity of choice, starting a non-profit or participating in a fundraiser. For EO Singapore's **Violet Lim**, co-founder of LUNCH Actually—Asia's first and largest lunch-dating service—community outreach has taken on an entirely new meaning. In this special interview, *Octane* sits down with the professional matchmaker to talk about her detour from law to love, the importance of pursuing your passions and helping people find happiness.

Your entrepreneurial path is unique in that you went to school to study law, only to later dedicate your career to matchmaking. What inspired this transition?

VL: I would be lying if I told you that my childhood dream was to become a matchmaker. Like most Asian children, I was groomed by my parents to study hard, attend a good university and land a great job. I did exactly that. I slogged for 12 years as a student, earning my law degree from the University of Manchester and a master's in human resources from the London School of Economics. I wanted to specialise in family law because I enjoy working with people, and I wanted to make a difference in their lives. But the more case studies I read, the more depressed I got ... divorces, fighting for

custody, family asset arguments. I couldn't do that for a living, so I pursued human resources, which helped give me the foundation I needed when it came time to start my own business.

After school, you worked for a prominent financial firm, where you came up with the concept of LUNCH Actually. What led to this business idea?

VL: Upon graduating from school, I landed a cushy job at Citibank Singapore, where I worked for several years. It was there that I found my inspiration for LUNCH Actually. I was surprised to see that several of my colleagues were single and not dating, though my non-work friends were engaged or getting married. It occurred to me that although my co-workers worked long hours and had little time to date, they never missed lunch. So I thought, why not help people leverage their mid-day breaks to meet someone new? My husband, Jamie, and I started to do some research. The idea of a dating service really excited me because it's not your typical business ... it's a company fueled by a straight-from-the-heart mission to help singles and change their lives. I had found my outlet for helping people ... something I had originally expected from a career in law.

In 2004, when you were just 24 years old, you quit your job and set out to fill a void in Asia. How did you get started in the matchmaking industry?

VL: When I decided to quit my job, I had to first break the news to my parents. They weren't thrilled when I told them that I didn't want to be a lawyer, so you can imagine their disappointment when

I told them I was going to quit my lucrative career to become a matchmaker! At the time, dating services were a bit taboo, especially when it comes to the Asian culture. It wasn't like it is today, where a good percentage of relationships are formed through online services. I was swimming in uncharted territory, so I had my work cut out for me. I managed to convince my parents that helping people find love is something I really wanted to do, and they eventually gave me their blessing. My friends, however, thought I was crazy for taking the risk!

Matchmaking is not rocket science, but it is an art that you master through years of experience. When I discovered that I had found my calling in life, the first thing I had to do was get the proper training to become the best matchmaker I could be. To my delight, I found the Matchmaking Institute in New York, where I was able to kick-start my matchmaking career and build my knowledge bank. I was the first Asian to be certi-

We wanted to differentiate ourselves from the traditional matchmaking companies who were already advertising in the classifieds section, but they said 'no.' We eventually found a suitor and started to gain traction in various publications; the ball started rolling from there. Before we knew it, we had more clients than we knew what to do with!

Like the saying goes, what doesn't kill you only makes you stronger. All of these challenges honed us into becoming better matchmakers and businesspeople, and we've taken those experiences and used them to perfect our business infrastructure. Today, our in-house matching system has a success rate of 85 percent, meaning that out of all the dates that have occurred since we opened our doors in 2004 (more than 20,000 now), 85 percent of them have been rated as 'satisfactory' to 'excellent' by our clients. We just kept working at it, kept tinkering with it and kept improving with time despite the odds against us. If we got a 'no,' we kept going until we got a 'yes!'

*Clockwise:
Violet as a child;
the Lim family;
Jamie, Violet and
her parents as
they celebrate
the opening of
LUNCH Actually.*



How has matching people improved your own relationship-building skills?

VL: My business has taught me to suspend judgment and listen better. As matchmakers, it's very important that we do not judge our clients. When people judge, it is oftentimes based on their own standards or values. By learning how to suspend my judgment in my business and personal life, I have given myself chances to know people better, rather than shut the doors too quickly and potentially miss out on a great business opportunity or friendship.

fied by the Institute, and I was ready to apply what I learned to the real world. But even then, it wasn't a guarantee that I could build a career out of matching the right people together.

What were some obstacles you faced while launching LUNCH Actually, and how did you overcome them to make a mark?

VL: From the time Jamie and I decided to start the business to the time we launched it, it took four months. The early days were tough. I had to deal with a lot of negativity. As I mentioned before, people in Singapore weren't familiar with the concept of dating services. The initial stages of LUNCH Actually were marred with obstacles. One of the first things we needed to do was find an office space. We came close several times to landing spots in business buildings, but they retracted their offers when they discovered what kind of business we were running.

When we finally did get everything set up, we needed to advertise our company and services. We called newspapers to place advertisements, only to be immediately turned down.

My industry has also taught me the value of listening. To gather important information from our clients so that we can make smart matches, we must learn how to really listen to their needs. This skill has helped me tremendously when it comes to relationship-building. I have learned throughout the years that the best communicators are people who are the best listeners.

What would people be surprised to learn about your industry?

VL: Many people have a misconception that people who join dating services must be socially inept, or that there must be something wrong with them because they can't find someone on their own. That's far from the truth. In fact, a majority of our clients are people just like you and me. They are hard-working professionals who are simply too busy and have not had the right platform to meet the right person. Also, people would be surprised to know that we do have to turn people away. That can be tough because we're committed to helping people find love, but we also have to be honest about the possibilities of finding a suitable match. We accept members only when we know that we have the right matches for them.

In many ways, starting a business is a lot like finding the right life partner ... it's all about timing, connections and taking a leap of faith. What words of wisdom do you have for our single EO members out there when it comes to dating?

VL: If you were creating a new product or introducing a new service as an entrepreneur, after the first prototype you would continue to improve on it and make it better, right? You wouldn't immediately give up on it. The same thing goes for dating, especially first dates. Many people go on a first date and decide right away whether or not they should go on a second one. And many times the reason is because there's no chemistry, but the thing is, Rome wasn't built in a day.

It takes time to get to know each other, to make a connection. Most of our successful couples didn't experience love at first sight. Instead, they went on more than one date to get to know each other better ... and it grew from there. Like in business, dating is all about persistence. Approach your dating journey the same way you would conduct your business. If you create more opportunities to meet other likeminded singles, your chances of success will increase dramatically.

Looking back at your journey from law to love, what has this entire experience taught you?

VL: It's so hard to narrow down my lessons learned so far, but here's a big one: It is imperative that you have a passion for what you do. Every business is marred with obstacles and difficulties, and if you don't have an anchor that you can go back to—your vision, your mission, your passion—it will be difficult to sustain your success. But passion is not enough. You need to be able to strategize, and of course, have the right business skill sets. I've also learned a lot about love.

When it comes to relationships and life, this entrepreneurial journey has taught me the power of perspective. When I was younger, I used to choose my dates superficially. My three golden rules were: He must be taller than me; he must be smarter than me; and he must love me. I've since realized that the ingredients to a long-lasting relationship are not superficial criteria like height, looks or social status. It's about common values and a shared outlook in life. When the looks go, you still have to wake up to the person beside you every day. If you choose superficially, you're going to be miserable. But if you choose wisely, you have the opportunity to grow old with your best friend. And at the end of the day, that's what love is all about.

Violet Lim is the CEO and co-founder of LUNCH Actually, and has been a member of EO Singapore since July 2012. Learn more by visiting www.lunchactually.com or www.facebook.com/violetlim.

For the Love of Business

Want to learn more about Violet's journey, her company and how she's helping countless people in Asia find love? Watch a special *Octane* interview with the inspirational entrepreneur by scanning the QR code at right or visiting <http://blog.eonetwork.org/violet>.



Dating Tips for EO Singles

*Matchmaking expert **Violet Lim** offers a few tips on how to get the most out of the dating experience:*

Forget the Checklist: Do not expect your life partner to come in a packaged box or a customized solution. Stop expecting him or her to meet each and every one of your criteria. The sooner you do that, the sooner you'll find love.

Make a Great First Impression: First impressions are created in minutes or even mere seconds. Always make the effort to look and feel your best at every first date. The better you look and feel, the better your chances.

Talk about Your Passions: Career, movies, holiday destinations = boring. Talk about your dreams, your aspirations, what gets you out of bed in the morning. When we talk about things that we are passionate about, we light up and become instantly more attractive.

Stop Complaining: A first date is not a therapy session. Quit complaining about your boss or your ex-partner. A survey revealed the biggest first date put-off is someone who complains about everything under the sun. Negativity gets you nowhere.

Don't Expect Instant Chemistry: Most married couples did not experience "love at first sight." It is a process of getting to know each other and eventually falling in love. Do not judge too quickly—give your date and yourself a chance.



The Entrepreneurial Life Cycle



The term “entrepreneurial life cycle” has taken on a new meaning thanks to the Global Student Entrepreneur Awards (GSEA) and Accelerator, EO programs designed to nurture and guide entrepreneurs into the EO family. Two entrepreneurs who recently took this path are Zak Dabbas (pictured right) and Ryan Unger (pictured left), EO Chicago members and founders of mobile marketing firm Punchkick Interactive. In this interview, Zak talks about the power of EO’s emerging programs and the impact they had on their entrepreneurial journey.

Your first experience with EO was through GSEA. What inspired you both to join the program?

ZD: When my business partner, Ryan, first learned about GSEA, he was very excited about the possibility of meeting entrepreneurs from around the world. For him, GSEA sounded like an amazing learning experience in a lot of different ways. It also sounded like a great opportunity to meet likeminded folk who shared the same passion to grow their businesses. I was also immediately hooked. I saw our participation in GSEA as a unique chance to explore new avenues for our business.

What opportunities did GSEA offer, and how did they lead to your involvement in Accelerator?

ZD: GSEA introduced us to a slew of successful, focused entrepreneurs, and it multiplied the hunger we had to grow Punchkick tenfold. It also introduced us to the Accelerator program, which helped take our business to the next level. Ryan and I have always been like sponges— we do everything we can to learn from the successes and failures of other entrepreneurs, and Accelerator promised more entrepreneurial-based learning than we had ever experienced elsewhere.

What was the Accelerator process like, and what type of value did you receive?

ZD: There are not enough words to describe my passion for Accelerator. I was paired up with two incredible mentors who challenged me to grow Punchkick in every way possible. Through Accelerator, I learned about everything from top-grading employees

to preparing lines of credit. Today, managing Punchkick’s growth seems like second nature to me— but as a young entrepreneur, hearing from mentors and Accelerator speakers was absolutely pivotal.

How much has your business changed since you first decided to engage EO?

ZD: Punchkick Interactive has changed in ways I can’t even begin to describe. Prior to EO, we were growing the business in a reactive manner. From the learning we’ve received and the relationships we’ve created through the EO network, we’ve learned to take control of the company’s growth. Now we’re growing Punchkick steadily through calculated decisions, smart hires and the fostering of a culture centered on excellence and integrity.

When you look back at your journey from GSEA to Accelerator to EO, what has this entire experience taught you?

ZD: Going from GSEA to Accelerator to EO, I’ve learned that being an entrepreneur is my true calling. I eat, sleep and breathe business growth. There’s nothing else that comes close. They say that ‘birds of a feather flock together,’ and that’s never truer than with fellow entrepreneurs. I’m so recharged after attending a University that I literally can’t wait to get back to work to apply the things that I’ve learned. It’s like a jolt of electricity!

What’s next for Punchkick and your EO experience?

ZD: Punchkick has an amazing future ahead of it. We’re working on some innovative mobile-marketing products that we’ll take to market later this year, and we continue to grow with Fortune-level clients that turn to us because of our award-winning experience in mobile. We’re an unstoppable force, but that force needs disciplined leadership— I hope to have that reinforced through active participation in EO. I look forward to participating in every University I can, as well as the Entrepreneurial Masters Program this year!

Zak Dabbas and Ryan Unger are co-founders of Punchkick Interactive, a full-service mobile marketing firm. Learn more by visiting www.punchkick-interactive.com.

Establishing Your Executive Presence

Leslie Dickson
EO Cleveland



For nearly two decades, I have been working in the area of spoken communication ... you know, the thing we all try to excel at as entrepreneurs. Recently, my business has gone global, which has given me a chance to teach business professionals around the world how to effectively communicate by building their executive presence. Executive presence is a critical component for effective communication, and it's something that many entrepreneurs covet ... but it's hard to achieve.

The first step to achieving it is in the definition. What does it mean to you? Maybe you define executive presence as an unwavering sense of confidence, or perhaps it's a commanding connection you have with other people. You might even see it as a balance of openness and strength. Of course, it is all of these things and more. Where it gets tricky is in your ability to consistently convey "it" no matter how you define it. Here's the universal dilemma: When it comes to our communication with others, or our executive presence, we evaluate ourselves based on our intent. Meanwhile, other people evaluate us based on our observable behavior.

When you've achieved this elusive quality known as "executive presence," you've consciously narrowed the gap between your intent and your behavior. Easy enough, right? Wrong! Even though your intent is to be clear, have you ever had someone misunderstand you? Do you worry more about the content of your message being right, even though your desire is to make the needs of the people you're talking to a top priority? If you answered "yes" to any of these questions, here are a few tips that can help you establish an executive presence and better match your behavior with your intent:

1. Avoid the Auto-Pilot Mode:

As entrepreneurs, it's easy to rush through the day and not really think about what we're doing. I call this the "entrepreneur auto-pilot" mode. We're so busy working that we don't pay attention to anything around us, which can invite the opportunity for error. I've learned that my business

and entrepreneurial journey chart a better course if I make choices in the moment. It's hard to pause and let go of the past, but if you take a breath, be aware of your surroundings, notice how they impact you and then adapt, you'll find yourself adopting the best approach for you and your business.

2. Say "Yes" to Feedback: Always be open to feedback—it's one of the best things you can do for yourself and your business. Instead of thinking of feedback as something that's inherently negative, change how you define it. Think of feedback as a gift. While it might be hard to hear at times, feedback of any sort is one of the best ways we can gain insight into our behavior and how that behavior compares to our intent. When I'm given feedback, I listen for what I can learn about myself, and then I adapt my behavior accordingly. When the feedback I receive is close to my intent, then I know I'm on the right track.

3. Make it about Others: Whenever you're communicating with other people, give them something of value; i.e., skills, information, tips, best practices. If you focus your attention on how *you* are doing—getting the content perfect or coming across the best way you can—you're creating an "it's all about me" environment, which will minimize your ability to influence others. When you make it about *them*, however, you will create a positive setting and form the kind of bond that will help you now and in the future.

No matter where you live or work in the world, your executive presence is one of the most essential things you have going for you. As an entrepreneur, you are your own business card. In my experience, when you begin to own your executive presence, you will start to discover new forms of success in business and beyond.

Leslie Dickson (pictured) is the owner of VoicePro, an organization that teaches communication and executive-presence skills to Fortune 1000 companies around the world. Fun fact: Leslie loves challenges, including bicycling down the west coast of the United States, whitewater boating and hiking in Alaska.



2013 EO UNIVERSITY MIAMI REVEALED

Entrepreneurship Revealed in the Heat of Miami

In true EO fashion, 2013 started off with a record-breaking event that saw more than 300 members from 26 countries reveal their entrepreneurial spirits in Miami, Florida, USA. With a theme of “Entrepreneurship Revealed,” the 2013 EO Miami University—held 13-17 March—invited members to participate in four days of unparalleled learning, networking and experience sharing, and discover what makes Miami such a hotbed of culture, style and electric entrepreneurship.

Highlights of this event include a rare inside look at the Freedom Tower; a keynote presentation from FUBU founder Daymond John (see right); breakout sessions with Google; a fashion show mere feet from the beach; and a celebration at “Club EO,” where members were treated like royalty in one of Miami’s hottest nightclubs. All in all, this was one EO experience not to be forgotten, with the overall University ranking as the second-highest in EO history.

Many thanks to EO South Florida and the EO Miami University Committee for hosting this incredible event!



Entrepreneurship with Bite



Perseverance is vital when it comes to entrepreneurship. No one knows that more than **Daymond John**, founder of the US\$4-billion-dollar clothing empire, FUBU, and lead “Shark” on ABC’s reality television show, “Shark Tank.” Headlining the 2013 EO Miami University, Daymond walked members through his rags-to-riches entrepreneurial journey, and explained how he overcame loan rejections from 27 banks to create an iconic fashion brand.

Watch a behind-the-scenes EO interview with Daymond by scanning this QR code:



From Prisoner to Culinary Pioneer

Jeff Henderson

EO speaker, author and celebrity chef



There's nothing stronger than the will to persevere. Just ask **Jeff Henderson**, a former drug dealer and convicted felon who went on to become an award-winning chef, renowned public speaker (he recently spoke at the 2013 EO Miami University), bestselling author and reality television star. In this interview, "Chef Jeff" talks about his transformative journey, overcoming life's obstacles and the importance of pursuing your passions at all costs.

You spent your teenage years dealing drugs on the streets of California, USA, only to find yourself in prison for nearly a decade. What did those 10 years of incarceration teach you?

JH: Prison, or what I like to call 'Federal University,' was where I discovered my full potential. I was born again, and discovered new ways to apply myself. When I was dealing crack cocaine on the streets, I learned a lot about managing, delegating and marketing your product ... but it was in the wrong environment. Prison opened my eyes to a bigger world and taught me how to harness my skills in a more constructive and positive way. In those 10 years, I built relationships with people outside of my culture: former judges, Wall Street brokers, CEOs and presidents of businesses. By tapping into their experiences, I was given a global view on life and business, and I turned that into a vision.

While in prison, you discovered a passion for cooking and began to turn your life around. In what way was cooking your saving grace?

JH: In prison, I had so much time to study and clean my mind out. I built relationships with the smartest people and learned how to leverage the opportunities given to me. For punishment one day, I was put on pots-and-pans duty in the kitchen, where I tried my hand at cooking. Cooking helped pass the time, and it gave me a chance to put all of my energy into something positive for a change. I got to be really good at it, and was inventive with what little we had. When I left prison, food served as my bridge back into society. I took my newfound passion and knowledge, and applied it to the real world.

Having no formal education and a criminal background, you struggled to transition from prison life to professional life. How did you get your foot in the culinary door?

JH: When I got out of prison, it was hard to land a job. I was a convicted felon with no real culinary experience. So, I decided to

leverage what I did have—my story—and began to market myself. I wanted to be honest about my experience and transparent about my commitment to the culinary arts. I knew that with little experience and no formal education, I had to stand out. I finally got my shot at a white-table restaurant called Gatsby's. I started out washing dishes and cooking, and eventually worked my way into the role of executive chef at Café Bellagio and chef de cuisine at Café Logo in Caesar's Palace in Las Vegas, Nevada, USA. From there, I used my focused passion to propel me to new and exciting opportunities.

You went on to become a leading figure in the culinary industry and a voice of personal transformation. What advice do you have for other people facing unexpected detours?

JH: Before prison, I was a visionary ... but I had the wrong vision. Learning the ins and outs of business and finding my focus in cooking gave me the direction I never knew I needed. I've seen a lot of things and experienced a lot of challenges, but I always had a focus; I just turned that from a negative into a positive. There are always going to be detours in life, but at the end of the day, it's your reaction to those challenges that will dictate your success. Anything is possible when you find your passion and commit the time and focus needed to master it.

From earning US\$35,000 a week dealing drugs to teaching millions how to cook on the Food Network, you're a testament to human potential. What would you like people to take away from your journey?

JH: I want them to know that no matter who they are and where they come from, they have the potential to make an impact if they're passionate about what they do. From a business standpoint, I would say always know your strategies and products—that's huge. Also, always stay relevant in your space; continue to learn as you go and never stop studying to be the best in your business. If I can go from selling drugs and surviving prison to having my own cooking show and inspiring today's youth to be chefs, anything is possible.

To learn more about Chef Jeff's inspirational journey, visit www.chefjefflive.com.

Go Big or Go Home!

Lessons from an EO Journeyman

Jennifer Carroll
EO Spouse

This is a story about my late husband, Phil Carroll, a long-time entrepreneur, EO Arizona member and one of the first people to join EO. Like many hard-charging entrepreneurs out there, Phil fearlessly embraced the “Go big or go home!” motto. He always lived life in the fast lane, and the result was a beautiful journey filled with love, laughter and lessons learned.

Born to Build Businesses

If I had to describe Phil with a noun, it would be “entrepreneur.” As an adjective, it would be “positive.” In abbreviation form? That’s simple: “I!” Phil was an entrepreneur from the day he was born. At age 10, he started a grass-cutting business using his father’s lawnmower. In high school, he launched a hospital flower delivery business by turning the family station wagon—he unbolted and removed the back seat—into a state-of-the-art flower delivery mini-van. In college, Phil and his best friend, Dave Steele (EO Vancouver), bought a broken houseboat and flipped it into a cruising boat. They went on to create Three Buoys Houseboat Vacations, the largest fleet of houseboats in the world.

After 10 years of turning the art of partying into a multi-million-dollar business, the proverbial houseboat cruised off course. Seeking a new adventure, Phil and Dave plunged into the real estate industry,

where through their property management business they managed and sold a billion dollars worth of real estate. It was an entrepreneurial roller-coaster, to say the least, filled with plenty of challenges and surprises. And yet, through all of the ups and downs of business, the greatest surprise came in 2007 when Phil was diagnosed with stage-four prostate cancer. In an instant, our lives changed as Phil began his most challenging enterprise of all—the business of “buying time.”

Mr. Positive

From the day Phil was diagnosed to his subsequent trips to the doctor, everything was a busy, jarring blur. I remember one hospital visit vividly. Phil was getting his first of several blood transfusions, and I was by his side, helplessly staring at my frail, pale husband with tubes sticking out of his nose. And then I was snapped out of my worried state by a holler from the nearby nurse: “BE POSITIVE!” Startled, Phil and I looked at each other and replied defensively, “We always try to be positive!” The nurse chuckled, and said, “I was just telling the other nurse his blood type. Phil’s blood is B-Positive.” What an epiphany! “Of course it’s B-Positive!” I remember saying. “I’ve always known that Phil is the most positive man alive, and here is the proof—it’s literally in his blood.”

Phil never dwelt on the negative; instead, he stayed focused on the positive and the “what’s next?” If a movie got violent, it got shut off. If a visitor started to gossip, he was shut up. Even when his doctor began leading the conversation toward, “This cancer is likely

*Jennifer, with Phil
and their children,
Jessica and Austin.*



Photo credit: Misty Vogttritter/Epiphany2Design.com

going to..." Phil would raise his hand sharply and say, "Doc, I only want to hear about what I need to do to survive." To some, it was denial ... but to Phil, it was living! Up until the end, he would invite his friends over and have everyone share stories about their adventures together, many of which revolved around the 30 or more Universities he attended since joining EO. Even in those dark days, Phil knew how to feel alive.

Live Life Out Loud!

Phil celebrated his life until his last breath. When his big world was confined to our small home and he was attached to an oxygen tank, Phil still loved squeezing the most out of his minutes. He believed that if you live with purpose and passion, love unconditionally, laugh out loud, learn from your challenges, lead by example and lend a helping hand, you will leave a legacy! Phil did exactly that. On 14 December 2012, Phil Carroll lost his life to one of the most aggressive cases of prostate cancer seen in America (leave it to Phil to have an over-achieving cancer), but his impact will never be forgotten. Although Phil's life was marked by an exclamation point, his death is not a period; it's an ellipsis ... our grandkids will know this amazing man because his beauty will transcend through our children, through me and through all of the people who were touched by him in EO and beyond.

The Greatest Lesson of All

It has been a few months since Phil left us, and I'm still reminded of his impact. My son, Austin, recently asked, "Did dad do anything wrong?" I replied, "Of course not! Dad did everything he could; he fought for his life until his last breath." But then I stopped, and as I looked deep into my son's teary eyes, I added, "But dad did think he was invincible, that nothing could bring him down. That is what made him who he was, but it also could have hastened his demise. He ignored symptoms and thought he knew more than the doctors." Through his haste, Phil unknowingly delivered the greatest lesson of all: No one—not even high-octane entrepreneurs—is invincible.

The Power of Perspective

A few weeks before he passed away, Phil and I were sitting outside watching a hummingbird. He turned to me and whispered, "I have nothing left on my bucket list." "Wow," I said, fighting off tears. "Not many 50-year-old men can say that." He added, "I've built great companies with a best friend of 30 years, I've been married to the love of my life for 22 years, I've guided my beautiful children into adulthood, I've had the most amazing friends, I've travelled the world, run marathons and built homes for families in Mexico." He paused to take another breath from his oxygen tank, and said, "Just one more thing to do ... become the world's greatest grandfather!"

At the time, I knew that, sadly, Phil was not going to realize his final "bucket list" item. But I found solace in knowing that he had done more in 50 years than most people do in their entire lives. He had lived passionately, loved hard and shared his "Phil"-osophies with everyone he knew. Through his actions, he taught us the power of positivity and that perspective is everything. I will miss Phil deeply, but I, like so many others, am grateful for the time I had with him and thankful for what he's given me. In the end, Phil taught me the importance of living life out loud, and to always go big or go home!

To learn more about Phil and his journey, visit <http://2daywithjandj.com?cat=8>.



Knowing what you know now, what one piece of advice would you give your earlier self?

"I would tell myself to always listen to my gut feelings, and not to agree to something just because the 'experts' say so, even when my instincts say otherwise."

– Andrea Grisdale,
EO UK-London

"I'd say not to judge the challenges that happen in business as initially bad. Often, those 'bad things' turn out to be good! Right before a breakthrough, it can feel a lot like a breakdown. Also, be sure to always have FUN!"

– Paul Alford, EO Philadelphia

"You don't have to do it alone. And you don't have to have all of the answers. We are all learning as we go, and it is essential to lean on your peers, ask for help and be authentic with where you are."

– Adrienne Cornelsen,
EO Dallas

"I'd tell myself to learn to listen. Seek to understand first, and be understood second. I learned this key to leadership eight years in."

– Jason Jacobs, EO Albany

EO Online – The EO360° Video Experience

As a global organization, one of the most effective ways we share our EO360° stories and information is through video. Since July 2012, we've uploaded 66 videos to our EO YouTube channel, all of which capture the EO360° spirit and combine to earn 17,000+ total views. At right is a look at some of our most watched videos to date, and below is some key data.

EO Video Stats*:

- » Total videos this year: 66
- » Total views: 17,031
- » Total minutes watched: 26,525
- » Total YouTube subscribers: 515
- » Total *Octane* cover story videos: 4

*As of 16 May 2013.

Share Your EO360° Video!

Have an EO video you'd like to share? Contact Kevin Silverman, EO's Video Production Coordinator, at ksilverman@eonetwork.org.

Want to view all 169 of EO's videos? Scan the QR code below and witness the spirit of EO.



2012 EO Global Chairman Mid-Year Message

<http://www.youtube.com/watch?v=t3QmIXzT-X8>

1,282 Views



2012 EO GSEA Global Finals Recap

<http://www.youtube.com/watch?v=cM9WLrPKYa4>

777 Views



March 2013 Project *Octane* –
Finding My Life's Mission

<http://www.youtube.com/watch?v=Zsm9ayy3Scl>

1,304 Views

EO Partner Presents: Adapting to the Mobile Workplace

Rebecca Tann, Vice President
of Marketing, Regus



As vice president of marketing for Regus, Rebecca Tann (pictured) oversees the company's U.S. and Canada marketing strategies.

Recently, I did something quite common these days: I worked from home, the office and a few other locations in a single week. I consider myself part of the modern and connected workforce who no longer relies on one location to be productive, and it's something that business

owners are picking up on. Giving workers the freedom to work from a mix of locations is having a positive impact on business productivity and employee morale. The latest numbers from the U.S. Census Bureau confirm what many believe is an irreversible trend benefitting today's professionals.

Now more than ever before, people are working from home. A growing acceptance of remote working stretches across all types of businesses—from Fortune 500 companies to startups. According to the latest data from the Census Bureau, roughly 10 percent of workers (approximately 13.4 million people) worked from home at least some of the time last year. Further examination shows “mixed” workers—individuals who divide their time between home and work—have the highest median household incomes compared to household incomes of workers who are always at home or always working on site.

Going forward, how can companies and employees continue to evolve in a world that is increasingly becoming more mobile? As the largest provider of flexible workspaces, Regus helps businesses transition to a more mobile reality by providing guidance on how to work smarter, better and more efficiently. As businesses look to trim property costs and maximize the output of their workers, here are some things to consider before sending your workers home:

1. Be Mindful of Isolation: Working from home all the time can be a constraining experience for some workers and may impede work-life balance, as people will feel compelled to be available around the clock. In lieu of being at home, give workers the option of accessing a flexible work environment close to where they live. In this setting, they will be surrounded by other professionals and will have the opportunity to collaborate, network and interact with other likeminded individuals.

2. Professional Presence is Necessary: Particularly for startups, working from home is usually the first step toward growing a business when money and credit are tight. However, it's not the right place for client meetings. We have a client who runs a successful consulting firm and has worked from home for more than 10 years. She also has a virtual office and uses a Regus location when she needs to meet with clients. As a virtual office customer, she can access a secure space for meetings when she needs it, but isn't committed to a long-term property agreement. Having a professional business address provides credibility, and that is absent among home-based businesses.

3. Access to Business Support: One of the perks employees enjoy by working from home is greater control over their work day. The downside is that they don't have immediate access to resources typically available in an office. Administrative support and a separate place for meetings are among the challenges of home workers. Home distractions can also become an issue. Children, pets and unexpected visitors can detract from getting work done. Flexible space fills the need for today's mixed workforce. Mobile working is on the rise and most traditional offices are stuck in an out-dated model that's not equipped to meet their needs. A number of our clients start in one location and then tap into our network of business centers to scale up their business.

The days of working “9 to 5” in an office or strictly working from home are over. Keeping these tips in mind, workers can be productive no matter where business takes them.



Regus is the world's leading provider of flexible workplace solutions, with a global footprint of 1,500 locations in 600 cities and 100 countries. To explore this global partnership and sign up for the complimentary Regus Businessworld Gold Membership (a US\$600 value), please visit www.eoprivileges.com.



Fighting Fires for a Day

Matthew Weiss, EO New York



Matthew (center), with fellow EO New York members.

A few months ago, I, along with fellow EO New York members David Crombie, Brad Dubler, Tim Enright, Nat Milner and Richard Shinnick, participated in a truly once-in-a-

lifetime opportunity. New York City's bravest welcomed us to their state-of-the-art fire academy on Randall's Island, where for an

entire day we experienced what it was like to be a firefighter. It was called the FDNY Challenge, and it was an eye-opening experience that still makes the hair on my arms stand up whenever I think about it.

We started early in the morning. Donning full gear, the six of us walked in the footsteps of a firefighter. We extinguished car and high-rise fires; pried open a vehicle to extricate two civilian dummies using jaws-of-life tools; broke down doors with an ax; removed a dummy from beneath a subway train; and rappelled to the ground from the roof of a six-story building. It was a fierce day of fortitude, but we all agreed that the hardest exercise was locating and carrying to safety a 180-pound dummy firefighter from a pitch-black, smoke-filled building.

In addition to gaining a newfound respect for those who risk their lives fighting fires on a daily basis, this experience gave us valuable leadership and crisis-management training. For example, I learned that when you're faced with a challenge (especially under intense stress), you have to tell yourself: "Stay calm. What do I need to do next?" This got me through some really challenging exercises.

To learn more about our lessons learned, visit <http://blog.eonetwork.org/fightingfire>.

A Forum Retreat to Remember

John Anderson, EO Detroit

It was snowing hard, and I was cutting first tracks through fresh powder. It was the perfect way to end our EO

Catalyst Forum's 800-mile, week-long snowmobile trip across Northern Québec. We were riding in the kind of weather that inspired man to create snowmobiles in the first place. I looked in my mirror to make sure I hadn't lost anyone, and was relieved to see my friend Mike's headlight behind me. I made out two more lights, which meant that our faster, seven-person team was still together. I could continue whipping along on the trail.

When it comes to snowmobiling, there's a lot to contend with: snow dust, powerful sleds, tight turns, trees, ice, limited signage, etc. It's not uncommon for new riders to miss a corner, tip a sled or simply run off the trail. So it was not terribly surprising that EO Chairman Emeritus Peter Thomas, who had never driven a snowmobile, crashed his sled on the first day of our trip (before lunch, no less!). What did surprise me was the incredible amount of improvement he had made by week's end.

After blasting along for another 30 minutes on the final, snowy day, I pulled over to let the group rest and the slower riders catch up. I turned around and, to my amazement, found that Peter had been one of the riders in our fast group! He was standing on his sled with both arms in the air, a victory grin on



John (left) with Peter Thomas (center) and Brian Ferrilla.

his face in the classic "Rocky" pose. Few men in their 70s have the wherewithal to go snowmobiling, and even fewer can ride as fast as I do. Only one man I know can achieve these feats after he'd only been riding for one week: Peter Thomas.

All in all, it was an awesome Forum retreat. We all commented on what a magnificent role model Peter makes. He knows how to enjoy life to the fullest, regardless of age or experience. He showed us that a passion for life, risk-taking, making new friends and having new adventures is just as important at 70 as it was at 30. As I reflect on the inspirational week spent with Peter, I've observed several important lessons that I have since applied to my business and life.

To read my lessons learned, visit <http://blog.eonetwork.org/petertrip>.



David Vidal

EO Switzerland-Zurich

CEO of Brägger & Thomann AG

Joined EO in April 2013

New Member Spotlight

What do you do for fun when you're not working on your business?

"When I'm not running my business, I love spending time with my friends. I also enjoy cooking, playing golf and participating in activities that let me talk!"

Why did you decide to join EO?

"I'm looking for the experience, ideas and power I need from other

If you had to restart your business, what one core value would you build around?

"I would organize our change management approach around the challenges of today's companies."

How would you describe your business?

"My company offers a wide range of services— from the installation of radiology equipment to everything that's needed to move offices and private houses."

What are you hoping to get out of your EO journey?

"Through EO, I want to share my experiences and give my time to others so that they can learn and grow. At the same time, I'd like to learn from other experienced people and become a better entrepreneur."

What is your favorite thing about being an entrepreneur?

"I would say it's working for my own vision and getting to choose people to go in the same direction."

entrepreneurs to continue to excel in business, work harder and have more passion."

What made you want to become an entrepreneur?

"I wanted to do what my dad did. My goal since I was a kid was to work in my own company and have as much fun as I possibly can with my family."

Know a new EO member? Send their name and email to octane@eonet-work.org, and we'll consider them for our next "New Member Spotlight."

Global Entrepreneur Indicator

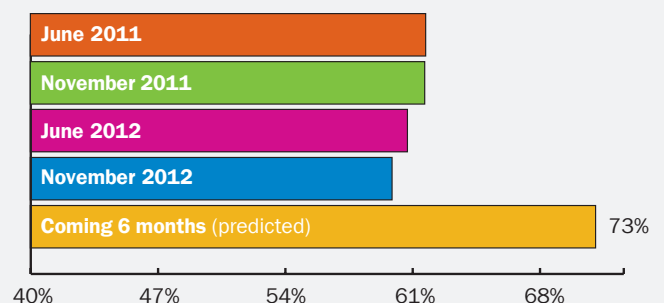
Entrepreneurs and their businesses drive the global business landscape. The **Global Entrepreneur Indicator** taps into the minds of the world's leading business owners to identify trends in the world economy.

For more information, visit www.entrepreneurindicator.com or scan the QR code below.



Percentage of entrepreneurs worldwide who reported increased profits in the six months preceding the survey.

Global Net Profit Trending





EO Austin Member on “Shark Tank”

EO Austin member and former Chapter President Yuen Yung recently appeared on ABC’s reality television show, “Shark Tank,” where he pitched his custom sushi business, How Do You Roll? Yuen landed a deal for US\$1 million in exchange for 20-percent equity from “Shark” investor Kevin O’Leary.



EO Ottawa Member Earns Back-to-Back Awards

EO Ottawa member Paul Emond’s company, Versature Corp., recently won the “2012 Small Business of the Year Award” at the Ottawa Business Achievement Awards. This award comes on the heels of the “Fastest-Growing Company Award,” given to Versature by the *Ottawa Business Journal*.

Community Leader Receives Prestigious Award

Caryn Kopp, an EO New Jersey member and Chief Door Opener® at Kopp Consulting, recently received the “2013 Enterprising Women of the Year Award” from *Enterprising Women Magazine*. Caryn received the award for her community leadership and support of women entrepreneurs. She was among 21 other women globally to earn the honor.



Transparency Earns Member a Place in *Forbes*

Brandon Dempsey, an EO St. Louis member and partner of goBRANDgo!, was recently profiled in *Forbes* magazine, along with nine other leaders who embrace transparency in business. In an article titled “10 Leaders Who Aren’t Afraid to be Transparent,” Brandon was highlighted for his efforts to create trust with his clients, employees and investors.



Member Recognized for Outstanding Leadership

EO Los Angeles member Kalika Yap, CEO and founder of Citrus Studios, Inc., Luxe Link and The Waxing Company, was recently honored by the Anti-Defamation League at the 19th Annual Deborah Awards Dinner, held 6 March in Beverly Hills, California, USA. Kalika was recognized for her leadership and civic contributions. She is also a recent nominee for the *LA Business Journal* Women Making a Difference Awards 2013.

Want to be in next issue’s “Quoted & Noted”?
Email your news to octane@eonetwork.org.

GLOBAL LEARNING CALENDAR

NOVEMBER 2013



13-17 | EO BUENOS AIRES UNIVERSITY

Buenos Aires, Argentina
Join the waitlist!

DECEMBER 2013



8-11 | EO LEADERSHIP ACADEMY

Washington, D.C., USA
Look out for application announcements!

MAY 2014



7-9 | EO GLOBAL LEADERSHIP CONFERENCE

Athens, Greece



28 MAY-1 JUNE | EO ENTREPRENEURIAL MASTERS PROGRAM, CLASS OF 2016, YEAR 1

Dedham, Massachusetts, USA
Applications will be available 16 October 2013

For more information or to register for an event, please visit <http://events.eonetwork.org> or contact events@eonetwork.org.

Want to register for upcoming MyEO and regional events?

Expand your EO learning by attending one of the below events:

2013 Asia Bridge Forum Lijiang – Lijiang, Yunnan, China; 10-12 September 2013

EO Discover China Series: 2013 Lijiang Retreat – Lijiang, Yunnan, China; 12-14 September 2013

EO Thrive – Columbus, Ohio, USA; 15-17 October 2013

EO Alchemy – San Francisco, California, USA; 16-20 October 2013

EO Tour De Malaysia – Malaysia; 31 October – 2 November 2013

EO Ignite: South Pacific Area Event – Sydney, Australia; 14-16 November 2013

2nd EO Asia Golf Challenge – Hong Kong, China; 26-28 November 2013

EO Mount Pulag Expedition 2013 – Mount Pulag, Philippines; 30 November – 5 December 2013

For more information, scan the QR code at right or visit <http://events.eonetwork.org/multi-chapter-events>.



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USA



OUR MISSION

To engage leading entrepreneurs
to learn and grow.

Earn Up to US\$10,000 for Your Chapter!

Now more than ever, EO is engaging entrepreneurs in all corners of the globe. What better way to “Engage the World” in FY2013/2014 than by welcoming past members back into the EO family?

Our **Welcome Back to EO** campaign—which lasts from 1 July to 30 September—gives your chapter a chance to win up to US\$10,000 and receive 50 percent of returning members’ Global dues.

Are you ready to engage?

Contact membership@eonetwork.org.

