

The Entrepreneurs' Organization Magazine
December 2016

octane



A PATH TO
PURPOSE



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EO UK – London **PAGE 20**

URPOSE

"Through EO's Path of Leadership, I was able to observe and receive coaching from members with varying leadership styles."

David Bartholomeusz
EO SOUTH AUSTRALIA

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GOING GESTALT IN YOUR BUSINESS "What I've noticed in my facilitation workshops is that, on the whole, we tend to forget why this mindset is so effective in the business realm." **PAGE 20**

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Corrections: In the September edition of Octane, on page seven in the "Expenses" section of the Annual Review, "Mentorship: 23.8%" should have read "Membership: 23.8%." Additionally, EO Jaipur and EO New Delhi were accidentally omitted from the Rock Star listing. We apologize for these oversights.

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The Power of EO Leadership

When I was told this issue's cover story would focus on EO's Path of Leadership (PoL) program, I was excited to know that our membership would further discover the value associated with serving in an EO leadership position. Through the experiences shared by EO South Australia's David Bartholomew, a longtime EO leader, members everywhere will learn more about servant leadership and how for 30 years, the efforts of few have paved the way for so many. Flip to page 14 to learn more about David's journey, the role PoL plays in growing our global community and how we can become even better entrepreneurs by stepping up as member leaders.

As a member-led organization, we are always looking for new ways to strengthen our infrastructure. With this in mind, we recently made several changes to the PoL process, including a restructuring of our Regional Council model and the introduction of a new leadership role—the Expert. These changes are designed to give those who volunteer their time in service of EO more opportunities to leverage their experiences, harness their passions and employ their skills. Through this optimization, our member leaders will be given greater freedom and flexibility to lead in their functional areas, while ensuring our organization is set up for success in the face of continued growth. More information about these PoL changes can be found at pol.eonetwork.org.

Since our founding in 1987, passionate and visionary member leaders have been, and continue to be, a crucial force in strengthening this organization. As we prepare for three more decades of EO success, we must continue to assess our systems and implement changes that will allow us to realize our vision together. I am excited for what's ahead, and I am grateful for your continued support.

Regards,

Ivan Ting, EO China South
EO Global Chairman

**SHARE
LEARN.
SHARE
FOR LIFE.**



Celebrating 30 Years of Organizational Excellence

Next year, EO will celebrate its 30th anniversary, a milestone in our storied history and a testament to our significant growth as the world's most influential community of entrepreneurs. From our founding in 1987 with a handful of members, to supporting 12,000+ leading entrepreneurs in 50 countries and 160 chapters (and counting), we have grown into a beautifully diverse and wholly impactful organization committed to nurturing entrepreneurship in all corners of the world.

In honor of our anniversary, and in support of our EO 2020 Vision, we will host a year-long celebration that will reflect our impact, emphasize our influence and promulgate our mission across the globe. Our celebration will officially kick off at the Global Leadership Conference (GLC), to be held in Frankfurt, Germany, from 29 April to 2 May, and will conclude at our GLC in 2018, affording us a year's worth of individual and collective celebrations, with an appreciation of our past and an eye toward the future.

As the time nears, more details will be shared regarding the scope of this anniversary celebration, the opportunities available and the tools needed to make this a milestone we will never forget. In advance, I encourage you to reflect on what EO means to you and begin sharing your memories by emailing us at octane@eonetwork.org. As a longtime member of EO Malaysia, former Global Chairman and your CEO, I am humbled to be experiencing this anniversary with you, and I am excited to celebrate as we show the world how powerful EO has been and will forever be.

Regards,

Vijay K. Tirathrai
EO CEO

From left to right: Ivan, at the 2016 EO London Global University, and Vijay (at far left), with Global staff at EO NERVE.

HARNESSING THE POWER OF

facebook

LIVE

Rick Martinez

FOUNDER OF LIFE PIVOT, LLC.

There is a lot of chatter these days about culture, strategy and how to hire “A-players” for your company ... but I’m a super-simple fella: I want to know all about Facebook and how to use it to my advantage. I don’t mean learn the best way to showcase the burrito I’m eating or post a silly meme. I mean: How do I use Facebook to actually grow my business? So, I did some exploring.

As business owners, many of us believe LinkedIn is the social channel to be on. I’m not here to have a pros and cons argument about LinkedIn vs. Instagram vs. Facebook vs. Snapchat, because any one of these channels is a wonderful medium to expand your reach, brand, persona and even company culture. I did, however, come across a secret door to a fantastic new world. I’m talking about Facebook LIVE, an entrepreneur’s silver bullet for branding.

Facebook LIVE is a free tool that helps me get more eyeballs on my business in a single live feed than practically any other “traditional” mode of marketing. In the spirit of experience sharing, I offer a framework for maximizing the impact of Facebook LIVE feeds. After you come up with a title for your broadcast, consider the following:

IDENTITY

Briefly identify who you are, what you do and a simple way to stay connected with your audience.

SHARING

Share a “pain point” you’ve experienced or a hurdle you’ve overcome; something your audience may be feeling right now (go Gestalt!).

DISCOVERY

Explain how you discovered a solution. And frankly, the solution should be you, your company or your product.

RESULT

What happened? Did you increase revenue, have happier employees or land a better vacation? Discuss the result(s).

After hitting these points, you must leave your audience with a call to action. Once you’ve finished preparing, hit the button and GO! And remember: Don’t overthink it. Give yourself permission to be bad at first. The most important step is getting started. Share your glorious self with the world and prepare to reap the incredible return on investment. Peace out for now. I’ve got a Facebook LIVE broadcast to hop on in a few minutes.

Rick Martinez (pictured) is an EO San Antonio member, EO Accelerator Chair and the founder of Life Pivot, LLC. Contact Rick at planetboy@me.com or learn more by visiting www.TheRickMartinez.com.





Salar Salahshoor

FOUNDER AND CEO OF TURNCLICK

When I first started thinking about selling my business, my biggest concern was that it would be hard to find a good suitor given the relatively small size of my company. I worried the process would be a big distraction and complete waste of time. I couldn't have been more wrong. This is the story of how I sold my digital-marketing agency, Only Sky, in less than one month by connecting the dots between EO and the EO Accelerator program, which I am a member of in San Francisco.

After five years of building my business, I decided to focus my time and energy on my family, health, and the other projects that were starving for my attention. As any agency owner knows, client service-based businesses are difficult to scale. I knew I couldn't continue growing the business by 50% annually while maintaining the service quality our clients expect, given the increasingly competitive landscape and cost of talent in the Bay Area. So, I decided to find a partner who could help take

BEHIND

THE EO DOTS

things to the next level.

I started by connecting with agency owners who were only two or three steps ahead in their development, thinking they would be more likely to value the opportunity. I presented my business in a short email outlining the facts and requesting a discussion. To my surprise, every owner I approached wanted to talk and 80% were serious about the opportunity. This quickly became a full-time job, almost doubling my already 60-hour workweek. The overwhelming interest I received was encouraging, but I realized the process was going to take a long time and had a high probability of failure.

My greatest advantage, which I didn't realize in the beginning, was the support of my coaches and mentors in EO. Without the guidance of Dan Clifford and TJ Van Voorhees, specifically, I would have been at a loss. They helped me make connections and focus on what mattered. The most important thing for me, more than the size of the exit, was finding a

partner I could trust to manage my client relationships with the same care and quality that I espouse. My reputation was on the line, and my new challenge was vetting prospective buyers based on my confidence in their character, company culture and operational excellence. EO turned out to be the litmus test for these requirements.

By mid-May, I had received seven serious offers; three were from EO members in different cities. The difference in professionalism, business acumen and integrity when dealing with these members was stark in comparison with my other negotiations. After just one month of due diligence and a single flight to Utah, I decided to go with Jacob Baadsgaard and Disruptive Advertising. Jacob's offer wasn't the highest one I received, but his team demonstrated their passion for the business and driving results for their clients. I felt confident that my clients and staff would be in good hands, which was worth more to me than a slightly higher premium. I

couldn't have found a better business partner if I had spent another six months searching, and I ascribe this good fortune to the strong mission and quality of EO.

I believe these types of mutually beneficial opportunities are in abundance inside EO. This is my "call to action" for all EO members to get to know the EO Accelerator participants in their chapters. Whether you're looking to expand your business through a strategic acquisition or find partners you can trust, there is a gold mine of value in these fledgling entrepreneurs peeking out at you. As for the EO Accelerator participants reading this, I encourage you to get out of your comfort zone and meet up with the EO members in your community. You will be learning lessons and making connections with some of the most successful entrepreneurs in the world, and it's all within your grasp.

Salar Salahshoor (pictured) is an EO Accelerator participant, as well as the founder and CEO of TurnClick. Contact Salar at salar@turnclick.com.

Identifying Your Personal Code

Angie Katselianos

CEO AND FOUNDER OF PLATINUM PERFORMANCE INTERNATIONAL

Have you ever arrived at a crossroads on your path toward success and didn't know which road to take?

Business expert and author, Simon Sinek, has inspired myriad entrepreneurs—myself included—with “The Golden Circle” model. He explains that your “Why” is the purpose, cause or belief that drives you and is central to what you do and how you do it.

Having worked with top performers for two decades, what has become evident to me is that there is a fourth circle that reflects our core identity and mode of operation. This is the inherent secret weapon that's as unique to each of us as our thumbprint—our Personal Code, the foundation of every choice we make. It is comprised of four Platinum Pillars. Only through identifying our Platinum Pillars and Personal Code do we know in what direction our “Why,” “What” and “How” should go.

I have recurrently observed successful businesses and entrepreneurs come to a magical time when their work pays off. This creates a crossroads, a pivotal moment where success becomes either an “anchor” or a “springboard.” The former anchor path leads to a gradual descent of growth and increased hustle for the next opportunity. The latter is a springboard into uncharted territory where invisible opportunities suddenly appear. Thus, pivotal moments are decisive. When you have identified and understand your Personal Code, you will know which path to choose.

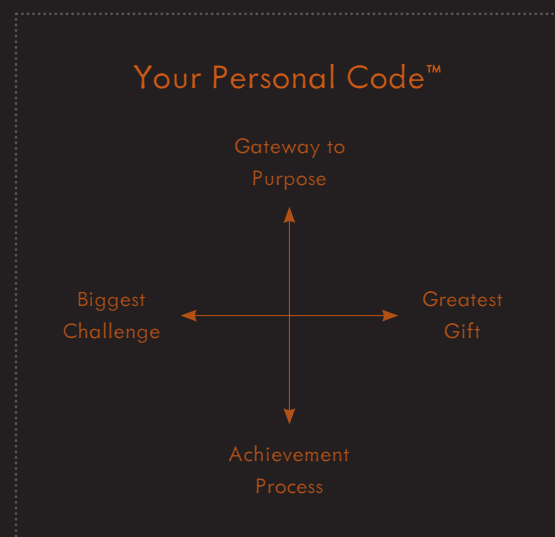
At a basic level, the Personal Code is our “Who”—the source of our intrinsic leadership—and each of its four Platinum Pillars works to develop our mode of operation:

1. **Your Gateway to Purpose.** This is the strategic pillar to your purpose, which defines your legacy.
2. **Your Greatest Gift.** This is what comes natural to you and kick-starts your pillars' mode of operation so you can maximize your productivity.
3. **Your Biggest Challenge.** This pillar will either make or break your success. When you know it, you can manage it so it won't take you out.
4. **Your Achievement Process.** This pillar identifies the unique way you go about fulfilling your purpose.

As a performance expert, I help leaders keep their edge and ability to innovate by identifying their Personal Code, elevating their vision and accelerating the achievement of their legacy. However, this challenges many of my entrepreneurial clients, as we generally like to figure things out by ourselves. And yet, we don't know what we don't know; staying within our comfort zone limits our potential, while magic happens when we partner together.

When you find yourself standing at the next fork in the road of your success, will you choose an anchor or a springboard? Choose wisely. Don't leave your choice to chance. Instead, springboard your success by discovering your Personal Code. Your legacy depends on it.

Angie Katselianos (pictured) is an EO speaker, as well as the CEO and founder of Platinum Performance International, an advisory firm that helps top performers springboard their success. Contact Angie at angie@platinum-performance.com.



How a Pet Project Led to Permanent Change

Govindh Jayaraman

FOUNDER OF PAPER NAPKIN WISDOM

If someone had told me 10 years ago that a “pet project” would completely change the way I run my businesses, interact with my family and live my life, I would have dismissed it as a phony sales pitch or a delusional overstatement. I also would have been wrong. I created a podcast for my own benefit and, as it turns out, that of others at a time when I could afford little time and even less money. Thankfully, it was a great decision, and I’ve been reaping the rewards ever since.

The premise of my podcast, “Paper Napkin Wisdom,” was inspired by Warren Rustand, EO’s Leadership Academy Dean, who suggested spending 30 minutes each morning contemplating greatness through reading, writing and thinking. I loved the idea, but as soon as I tried it, I discovered kinks in my plan. For example, I wasn’t very good at spending just 10 minutes reading. I would get lost in a book. What I thought might work for me is to speak with others about their secrets to success, great thoughts and ideas, which I could then apply to my own life. But this larger-than-life concept quickly became overwhelming when I convinced myself the best (and only) path was to fly around the world for lunch dates and write down my peers’ wisdom.

Luckily, a Forum mate came to my rescue in an unexpected way. He suggested I listen to a specific podcast episode and then meet with him afterward to discuss it. So, I did—and I became incredibly upset. I heard the host consistently speaking over his guests, not letting them share and standing in the way of real conversation. “I could do

a better job than that,” I told my friend. He smiled, and it became clear that this was his plan all along. I knew then that hosting guests for podcasts would be my method for capturing wisdom from top entrepreneurs, leaders and difference-makers.

Using a US\$49 recording kit I bought at Best Buy, my first interview was with EO Western New York’s Brian Brault, now the Global Chairman-Elect. His message about the impact of vulnerability instilled in me an important and foundational mindset I was not expecting. From that moment on, I made sure to be “in the trough” with each person, walking alongside them as someone who has more to learn than teach. I needed to surrender some of the curiosity that had initially compelled me and experience the journey with an open heart and mind. And it paid off in a big way.

Since starting my podcast in 2013, with more than 180 episodes and counting, it has transformed from a pet project into a permanent lifestyle. At the same time, it was and is very authentic with my beliefs, values and purpose. I believe that leads to the genuine connections I am able to share with these leaders—and then with my listeners—and helps provide important reminders of the wealth of knowledge that exists beyond myself, and that which is rampant in EO if only we choose to take advantage of it. Call it destiny or poetic, but once I opened myself up to learning about others, I discovered more about myself. And that is the greatest gift of all.

Govindh Jayaraman is an EO Ottawa member and the president of IMBA Online, Asus Medical Corporation and Green Stop, Inc. He is also the founder of Paper Napkin Wisdom. Learn more by visiting www.papernapkinwisdom.com or contacting Govindh at govindh@asusmedical.com.

THE **ART** OF *Adda*



temptation

Marisa S. White

OWNER AND FOUNDER OF WHITE SPARKS PHOTOGRAPHY

What skills guarantee entrepreneurial success? I'm sure many CEOs or analysts have identified the "secret sauce." I could draw a Venn diagram with circles of business prodigies, and within the intersections, words like "optimism," "grit" and "focus" would certainly serve as a foundation of survival in an ever-changing economy. As someone who has operated three unique business models, my most lucrative skill has become adaptability. Considering my line of work, it's not hard to understand why.

I am an artist who chose to pursue individual conceptual work after having owned both a payroll-service bureau and a portrait photography business. How did that happen? Suddenly, then slowly. These two specialties might not seem related in terms of the skills necessary to be financially successful, but in my entrepreneurial career they were logical stepping stones, each serving as an opportunity to build my portfolio and prepare me for the transition I'm currently electing to explore.

I attended the University of North Texas to study not only drawing and painting, but also business. My mother didn't want me "selling my artwork on the side of the road," understandably, and I used this to my advantage in later years. As most college students do, I developed passions I hadn't expected, namely one for analog/traditional photography. I fell in love with the dark room, incorporating this medium into my pieces. Upon graduating, I found myself at a crossroads: I wasn't quite sure how to support myself in the art world, and I needed a job to pay the bills. My classes had been quick to teach me how to create, but they hadn't explained how I could make a viable career from my work. So, in true survival mode, I put my artistic passions on a shelf and began working for various companies, picking up more skills that would eventually come in handy (although I didn't know it at the time).





**“I may be bound
by circumstances
I cannot change,
but the ability to
affect the world
around me is still
in my hands.”**

Marisa S. White is the owner and founder of White Sparks Photography, as well as EO's Regional Coordinator for Canada. To learn more about Marisa's artwork or journey, contact her at mwhite@eonetwork.org.

In the next seven years, I sought out opportunities that could utilize my business degree. If I couldn't use one degree, why not take advantage of the other? I gradually adapted to an office setting through various administrative jobs, and when the opportunity arose to start a payroll business, I took the leap. The company I had been working for had a partnership fallout, and I felt a commitment to serve the clients I had recruited. While my business grew, my dream to create art grew dimmer—or so I thought.

One morning, my husband sat down with me to discuss our future plans. As a member of the armed forces, he has a keen ability to “bloom where he's planted.” He said his job would move us all over the country in the coming years, and he wanted me to have the ability to pursue my true vocation as an artist. This marked a huge shift in my attitude and focus. I had sacrificed my art to make a steady living, and I wasn't any further to reaching my career goals. So, with his support, I sold my company in October 2011 and used the money to fund my tuition at the Rocky Mountain School of Photography for their summer program in 2012.

That was the best summer of my life, and the point at which I began to form what is now White Sparks Photography. With the ability to eat, sleep and breathe my art, I challenged myself to

push past the “purity” of traditional photography to learn Adobe Photoshop and begin working the digital waters. Had I participated in a program like this immediately out of college, I wouldn't have been open to exploring new concepts like this one. Thankfully, my experience had strengthened my ability to “trust the process” and gave me permission to be open to new ideas.

Several years—and many moves—later, I have grown into my artistic process of creating conceptual art in the photography medium, and once again, I am at the precipice of change. Luckily, this transition is born out of professional growth and has the potential to scale my business beyond what I had imagined when I first picked up a roll of film.

Recently, my first solo show at a commercial gallery opened in Washington, D.C., marking the next step in my business. The show was titled, “You Better Bring Your Own Sun: Conceptual Photography by Marisa S. White,” and was centered on the theme of adaptation. “An Austere Attempt at Adaptation” (pictured on page 8) captures the lessons I have learned in making room for my passion within my unpredictable life. I may be bound by circumstances I cannot change and not know the direction I am headed, but the ability to affect the world around me is still in my hands.

MAKING A MARK THROUGH MENTORSHIP

Tom Charman

CEO OF KOMPAS

As a student entrepreneur, I'm always looking for opportunities that will help me grow myself and my business. So, when I came across the EO Global Student Entrepreneur Awards (EO GSEA) in 2015, I decided to sign up. Around this time, I had exited my second technology business, choosing instead to focus on building something in the travel industry (a field close to my heart). Using artificial intelligence—more specifically, hyper-personalization—I started to create something I thought could change the travel space forever. But, I needed some direction to help me reach the next stage.

Fast forward to May 2016, when I was representing the U.K. in the EO GSEA Global Finals, competing against some of the brightest young entrepreneurs in the world. Held between two of my final exams, the decision to attend was not made lightly. As it turned out, it was a decision that would completely change

my understanding of the global market. The value of my EO GSEA experience was immense. I was able to make connections with mentors, several of whom may become advisors to my business in due course. One mentor, in particular, emboldened me to achieve new levels of success. What was meant to be a six-week journey with EO South Florida's Davide Frau continues to this day.

Davide has been instrumental in how my team and I work together. Thanks to his mentorship, we now have clear, concise and honest communication. Davide also showed me how to better communicate with my customers, investors and interested parties. As a result, I was invited to be a speaker for TEDx, where I talked about the future of technology. Davide has taught me—and continues to teach me—so many lessons about business, leadership and the entrepreneurial journey. Here are a few of the biggest: **Trust your gut.** If you're making a

decision and it feels uncomfortable, there's a good chance it will come back to bite you later. **Communicate clearly.** If you're not with your team day in and day out, it's important that you communicate clearly, concisely and often. **Embrace change.** If things aren't going as planned, don't be afraid to take a step back, evaluate and pivot.

As a mentor myself, I can't emphasize how important it is to have one in your corner. No matter how far along you are as an entrepreneur, guidance is always valuable. As for becoming a mentor, there's nothing more satisfying than seeing someone achieve their goals. Not all businesses are successful, but it's about the personal development of your mentee that shapes them for future experiences.

Tom Charman (pictured) is an EO GSEA participant and the CEO of KOMPAS. Email Tom at tom@kompasapp.com.





5 BOOKS ENTREPRENEURS (BUT MAY HAVE)

James Ashcroft

FOUNDER OF LIFE SAFETY MANAGEMENT, INC.

As a busy entrepreneur, I'm always looking for new ways to strengthen my business and improve my management of it. And if I can learn some game-changing leadership skills along the way, even better! In the spirit of continued learning, I would like to share five books that may challenge your thinking and positively impact the way you run your business:

THE SCORE TAKES CARE OF ITSELF

Bill Walsh

When head coach Bill Walsh took over the San Francisco 49ers, they were the worst football team in the NFL. Within two years, they had won the Super Bowl. How? Bill Walsh implemented a system with clear processes that outlined how everyone from the office receptionist to the starting quarterback did their job. No detail was too small and positive thinking was paramount. He preached, "Champions act like champions before they are champions." All businesses should be built with a similar mindset. Companies should have clear systems and processes to achieve winning outcomes. You'll be hard-pressed to find a better leadership example than Bill Walsh.

BUILT TO SELL | John Warrillow

When you start a business, you're hoping it will survive. But there comes a time when owners must install systems and processes so the business can operate without them. Think of this book as a best practices primer so you can dominate one niche, offer recurring services—instead of transactional sales—and create systems that are teachable and repeatable. Even if you have no intention of selling your business, this book will teach you how to scale it and create more value.



NEURS MUST READ MISSED))

MAN'S SEARCH FOR MEANING

Viktor Frankl

I don't think it's possible to suffer more than Viktor Frankl did in World War II. He was sent to a Nazi concentration camp (Auschwitz), where he was forced to work under the most subhuman conditions. In time, he noticed how those prisoners who had (understandably) lost hope, quickly died. So how did he survive when most perished? By giving his life a purpose—an intense desire to publish his life's work. As Nietzsche said, "He who has a 'why' to live can bear almost any 'how.'" When you know your meaning in life, you can handle most obstacles in stride. No one embodies that more than Viktor Frankl, who became one of the greatest psychologists of all time.

WHO | Geoff Smart

Many business owners are familiar with the hiring bible, *Topgrading*. The problem is that the book is huge and overwhelming. *Who*, written by the son of the *Topgrading* author, is a concise and powerful "how-to" for recruiting, interviewing and reviewing "A-players." I use the interview process, and it's been a complete game-changer. Think about how many resources are wasted on employees who don't succeed. If you develop better interview skills to identify and hire "A-players," then you can put your company at a huge competitive advantage. This book is highly recommended for anyone building a team.

HYPER SALES GROWTH and THE SALES PLAYBOOK | Jack Daly

Jack Daly is well-known in the EO circles, but many entrepreneurs are not familiar with this sales legend's work. *Hyper Sales Growth* teaches the concepts about growing your sales force through recruiting and training methods. *The Sales Playbook* goes deeper by showing you how to execute the systems and processes so you can build a scalable, dominant sales team in your market.

James Ashcroft is an EO South Florida member and founder of Life Safety Management, Inc. Learn more by visiting jamesashcroft.com or contacting James at jamesashcroft@gmail.com.



A PATH TO PURPOSE

*For 30 years, EO has been led by countless members who have volunteered their time to help strengthen the organization. Each year, thousands more do the same through the Path of Leadership (PoL) program, which equips members with the tools, knowledge and networks they need to grow as leaders. In this special interview, EO South Australia's **DAVID BARTHOLOMEUSZ**, a longtime member leader and EO Accelerator trailblazer, opens up about his PoL journey, finding his purpose as a leader and giving back to get ahead.*

WHEN DID YOU SAY TO YOURSELF, "I HAVE WHAT IT TAKES TO BE AN ENTREPRENEUR"?

DB/ "I knew at a fairly young age that I had a knack for entrepreneurship. When I was in my ninth year of high school—this was around 1991, so I'm dating myself!—our school canteen, or cafeteria as you might call it, kept closing before the end of lunch. Seeing an opportunity, I would buy ice blocks on hot days and sell them in the yard at a premium. Since then, I have become acutely aware of how to take run-of-the-mill things and put them in front of people at a time when they're likely to be valuable. I have used this skill to launch several businesses over the years. For example, by observing a spike in demand at bars at around 10 p.m. on Saturday nights, I was able to build a nightclub-marketing business. The key to success, I've learned, is to find what you're really great at and leverage the heck out of it. That's what I've been doing ever since, and it's been a fun ride!"

ENTER EO. HOW HAS THIS GLOBAL COMMUNITY SUPPORTED YOUR ENTREPRENEURIAL JOURNEY?

DB/ "Growing up in a working-class family, I always believed that entrepreneurship was the journey of an outcast. So, when

it came time to starting my first business, I was on my own. While my friends were working as employees somewhere, I was navigating this journey called 'entrepreneurship' by myself. It was overwhelming, to say the least. When I learned there was a community where people who couldn't help defying the status quo supported one another, I was relieved. I remember walking into my house after my first Forum experience in 2009. My wife, Sarah, looked up at me and said, 'You've found your people, yes?' And I burst into tears. I couldn't describe the tremendous relief that came with no longer feeling like an outcast. I had discovered there were others out there who understood that urge to work through the night on something that might not work out and that exists to help people we might never meet. It was a powerful moment in my life, and one that put me on a transformative path."

HOW DID YOUR PASSION FOR EO MOTIVATE YOU TO BECOME A MEMBER LEADER?

DB/ "EO has become a second family to me. Over the years, my Forum mates, chapter peers and fellow members have helped me become a stronger person and smarter entrepreneur. I saw the PoL program as an opportunity to make a big difference with minimal effort. So, in 2010, when our Chapter President-Elect needed my help delivering events, it was an easy 'yes' for me.

Creating communities is what I do; events and engagement of groups, those are my sweet spots. What most excited me about stepping into a leadership role was the opportunity to give back in a way that allowed me to be my best self among my peers. It was important for me to be fully expressed in the role; to not just serve in a catering capacity, but in full creative flight. Thankfully, the role was adjusted so I could do that, and I've been signing up for EO leadership positions ever since."

DESCRIBE YOUR LEADERSHIP STYLE. HOW DO YOU HARNESS IT THROUGH PoL?

DB/ "Most people are hard-working. Many are talented at a number of things. Me? I help things get started. That's what I'm good at. What I've discovered through my PoL journey is that I'm rarely the leader on the front lines. I know a lot of front-line leaders, and they know I'm willing to be the fall guy if things fail fundamentally. So, they keep me close. When they have something they're inspired about but are too afraid to try (the 'big stuff'), a nervous, excited message lands in my voicemail. And we go from there. I find when I get called in by a front-line leader, there always seems to be these startlingly talented people that appear around me— people who take the energy I put out there and bring it into focus. What I find so inspiring is that many of the things we start do really well and endure. When a positive mark is made by these leaders, I take it as feedback that my presence added something fundamental."

HAVE YOUR EO LEADERSHIP EXPERIENCES TAUGHT YOU ANYTHING ABOUT YOURSELF?

DB/ "More than anything, my PoL journey has taught me to be self-aware. The leadership skill I most admire, and the one I'm focusing on developing the most, is transferring public gratitude to others. I have seen this done so beautifully, when a leader preemptively asks their supervisor to direct the credit for something they spearheaded to their team. I find when I am able to flow gratitude in this fashion, my team is accountable in ways I could never negotiate through the usual carrot-and-stick model. And truthfully, there is a massive ego component to it. My ego is so fragile. I want people to like me. I want people to need me. I find when I can be present with these normal feelings, and then choose to let them go and gift the appreciation energy to those who lead from the front, projects progress more smoothly. Conversely, when my ego turns into a vampire and steals the flow of energy between hard-working people and appreciative clients, the impact is visible to all. It's the difference between swimming against a rip tide versus coasting with the current."

HOW HAS LEADERSHIP IN EO CONTRIBUTED TO YOUR PERSONAL LIFE?

DB/ "I can thank EO for my marriage to one of the most celebrated new leaders in our country. Without the lessons I have gained through PoL, I might not have had the confidence to propose to my wife, Sarah, and I most certainly would not have had the emotional maturity to become the husband that supports

her entrepreneurial journey. As an EO Accelerator graduate and new member of EO South Australia, Sarah is a spectacular example of what happens when someone commits fully to being their best self and moves beyond fear to the vulnerability of openly sharing with those who support them. Looking into her eyes for a decade, I used to drive myself manic trying to figure out how to be worthy of such an amazing woman. In many ways, my EO leadership experience gave me the perspective I needed.

"Through PoL, I was able to observe, and receive coaching from, members with varying leadership styles. And I was able to connect deeply with several who were an exact match for the style that was calling my best self into being. Along the way, I discovered who my best self could be and how to prepare a safe space for my seed of true potential to grow naturally. As I nurtured that seed, some unexpected things happened: I became a better business owner and a better man. Above all, I learned how to lead in a way that was congruent with my values. What I didn't expect to find was the person that my wife was so deeply in love with already."

"LEADERSHIP IN EO IS LEGACY TO LEAVE SO AS IT IS A LEGACY TO

PoL ALSO HELPED YOU GIVE BACK TO YOUR COMMUNITY. HOW DID YOU GET INVOLVED WITH EO ACCELERATOR?

DB/ "I realized the potential of EO Accelerator at the Global Leadership Conference in 2013. A member was talking about the program and my ears perked up. Sarah had been thinking about starting her own business, You Legal, at the cutting edge of new law, and I was worried she would have to do it alone, like I had. I gathered more information, connected with my Chapter President, achieved pre-commitment from several sponsors, and the rest was details. There would be an EO Accelerator program in my chapter by the end of the year. My event-hosting experience played an invaluable role here, giving me the connections I needed to expand the program from two to 10 locations in just two years, and teaching me how to empower other leaders to make the program their own.

"When I saw the effects of EO Accelerator—how it created hope, energy and jobs for the people in my town—it made me think about myself 20 years ago, slaving away in my basement, and how there were others out there doing the same thing. I wanted to help those people, to give them a sense of direction. So, I trusted that my peers would understand how I couldn't sleep until we had taken EO Accelerator to every corner of the globe. It's been so cool watching the program thrive outside of the U.S., especially in regions like Asia Pacific, Latin America, the Middle East and Africa ... and we just recently finished a demo in India. I can't lie, when we conduct our first EO Accelerator training day in Ghana, there are going to be tears running down my face!"

FAST FORWARD 10 YEARS. WHAT DO YOU WANT YOUR LEADERSHIP LEGACY TO BE?

DB/ “When I joined the Regional Council, a wise man told me that when it comes to PoL, the more I put into it, the more I’ll get out of it. It sounded like a bunch of mumbo jumbo at the time, but that saying has become truer with every passing day. The thing I’m discovering—the thing I wasn’t prepared for—is that by being in this leadership space, I am developing a much deeper appreciation for the joy of giving. The act of giving feels different to me now than it did years ago. Today, each act of giving is a gift to myself; a chance to challenge unhelpful ‘self talk’ that tells me I am opportunistic, unreliable, desperate and greedy. I am able to begin to believe in my true potential. And I am reminded that when people say a small group of thoughtful, committed citizens is the only thing that has ever changed the world, they’re talking about all of us, today, in the EO leadership community.

“Personally, I’m not focused on building a legacy. I’m focused on building the ‘me’ that I now believe is possible, so I can have a deeper impact on those around me. PoL is showing me how to do exactly that. Leadership in EO is not a legacy to leave so much as it is a legacy to live. I don’t see this journey as a path to one shining achievement where everyone can look and say, ‘Dave did that!’ It’s more about being present, knowing my actions will touch so many people in ways I can never hope to understand. Learning how to habitually be in that headspace is its own reward. But, if there is

a mark I can make, it would be to serve as an example of love so that others might be reminded of their own desire to give entirely for the sake of giving.”

IF YOU COULD SHARE WHAT YOU’VE LEARNED THROUGH PoL THUS FAR WITH YOUR YOUNGER SELF, WHAT WOULD YOU SAY?

DB/ “Blair Assaly, an EO Edmonton member and former Global Chairman, once shared a Chinese proverb with me. It goes, ‘The best time to plant a tree was 20 years ago. The second best time is now.’ In this spirit, here is what I would tell myself as I was considering becoming a member leader: ‘Dave, I know you are in two minds about this, but look around you. Every day, you see entrepreneurs trusting their gut. And every day, you see them taking the status quo and replacing it with the impossible. You know what your gut is saying, so dive in and pursue PoL so that 20 years from now, you can look back at all that has been made possible because of your contributions. You believe you can make a difference. Defend that thought by acting upon it. You feel called. Allow your head to see why it trusts your gut by taking action and seeing where it leads. You just might surprise yourself.’”

David Bartholomeusz is the founder of Griffin Alliance. To learn more about David’s leadership journey, contact him at davidbartholomeusz@gmail.com. To learn more about PoL, visit PoL.eonetwork.org or contact PoL@eonetwork.org.

DAVID’S EO LEADERSHIP JOURNEY

Since 2010, David has made an indelible mark at all levels of EO and in all corners of the world. Here’s a look at David’s Path of Leadership to date:

<i>FY2010</i>	Forum Moderator
<i>FY2010</i>	EO Adelaide Board Member
<i>FY2010</i>	EO South Australia Learning Chair
<i>FY2011-2013</i>	EO South Pacific Learning Director
<i>FY2012-2013</i>	EO Ignite Committee Member
<i>FY2013</i>	EO Global Virtual Learning Committee Member
<i>FY2013</i>	EO Global Learning Committee Member
<i>FY2013-2015</i>	EO Global Executive Education Committee Member
<i>FY2014</i>	EO South Australia Board Member
<i>FY2014</i>	EO Accelerator – South Australia Founder
<i>FY2014</i>	EO Global Virtual Learning Subcommittee Chair
<i>FY2015</i>	EO Accelerator – APAC Area Director
<i>FY2015</i>	EO Strategic Engagement Director – APAC
<i>FY2016</i>	EO Global Communications Committee – External Awareness Subcommittee Chair



A PATH TO PURPOSE

To learn more about David’s experiences and the value he receives from PoL, scan the QR code to watch a special video.

3 TIPS

for

STAYING GROUNDED IN A BUSY WORLD

Heather Baker, EO Cape Town
FOUNDER AND CEO OF TOPLINE COMMS

MEDITATION

I try to meditate on a daily basis. Taking the time first thing in the morning to sit quietly and follow your breath, even if it's just for five minutes, can make for a calm and productive day.

GRATITUDE

I made a list of everything my business has done for me to remind myself how much I have to be grateful for. For example, I can take my dog to work. I saved this list in Evernote so I can refer back to it whenever I feel overwhelmed or resentful.

PERSPECTIVE

Thinking of the worst thing that can happen puts things in perspective for me. If TopLine were to close its doors tomorrow, I'd still have my health, family, education and home. These things are far more important than a business success or failure.

Our EO



Fulfillment Factors

Dr. Ti'eshia Moore

EO'S VICE PRESIDENT OF LEARNING

A few years ago, I stumbled across a manuscript written by Mother Teresa, whose humanitarian work for some of the poorest populations in India earned her canonization in the Catholic Church and an iconic status in the world's consciousness. At the time, I was entrenched in the weeds of a research project where I was tasked with identifying key motivational drivers of influential people.

Mother Teresa was among the hundreds of "case studies" I was examining, but the feelings she expressed in her writing stood out to me—they were shocking. Despite being adorned with the Nobel Peace Prize in 1979, among other accolades, Mother Teresa's private manuscripts reflected the deep fear, doubt and identity struggles she held throughout her career. In essence, the public successes of a woman who seemingly could do no wrong were not enough to guarantee a deeper, personal fulfillment.

Mother Teresa's struggles reflected the same type of pattern that was emerging in my research. Study participants were outlining motivational drivers to personal and professional success that were not able to sustain them in the long-term, deeper fulfillment of life—characteristics of entrepreneurs. Often, the entrepreneurial grit and risk that fuels some individuals to business success is only a quick visitor on the personal-fulfillment barometer. So, if a life driven by purpose is more than

isolated social, professional or personal accomplishments, what are the drivers that can sustain driven leaders over time?

Research has classified 11 top drivers and nine habits of individuals in stages of high-purpose fulfillment, which affords us a snapshot of the most successful motivations, actions and habits of those at the top of the proverbial fulfillment pyramid. Knowing this can be the difference between momentary and long-term gratification. Here are the top three drivers:

1 RELIGION AND SPIRITUALITY:

These ranked first among the motivations for sustained fulfillment. It is important to note that corresponding actions to these beliefs (i.e., "living your faith") are critical. Participants who aren't actively incorporating these beliefs into their everyday life are less likely to have this sense of actualization. What does that mean for entrepreneurs? Incorporating moral, spiritual or religious values into one's life and business is an important consideration in creating long-term meaning.

2 MEANINGFUL CONNECTIONS WITH OTHERS:

This type of bond can look different to each individual; however, participants with the highest scores in personal fulfillment have at least one meaningful connection with family or friends in the previous week. This reiterates the notion that we thrive within communities and strained, prolonged

interpersonal relationships can be extremely problematic.

3 GOALS: Most innovators understand the importance of achieving goals, but have you considered the significance of achieving them often? Research shows that high-purpose fulfillment is directly related to accomplishing goals frequently. In doing so, our brains are positioned to expect and celebrate successes repeatedly, leading to sustained personal fulfillment. Go ahead and set a short-term goal you can accomplish this week, no matter how big or small it might be. Then do it again. And again.

Like Mother Teresa, driven leaders, such as today's entrepreneurs, deal with the dichotomy of success and failure in public and private. But research shows that the time and energy you expend for yourself as an individual identifying how you relate to others and what that means for your business, will not only guarantee a high ROI in the short term, it could be the foundation for a life that has greater meaning for yourself and others. If you'd like to learn about the other eight drivers, just email me!

Dr. Ti'eshia Moore is an entrepreneur and former academic researcher specializing in identity and workplace effectiveness. She has served as an international humanitarian and non-profit executive in the housing sector, and is currently EO's Vice President of Learning. Contact Ti'eshia at tmoore@eonetwork.org.

GOING GESTALT IN YOUR BUSINESS



Julia Langkraehr

FOUNDER OF BOLD CLARITY

Seasoned EO members continually hear the buzzwords “Gestalt communication.” That’s not to say it doesn’t hold value; on the contrary, Gestalt Language Protocol is the foundation of our Forum interactions and, in many ways, the vehicle for our personal growth. By speaking from experience instead of giving advice, the Gestalt mindset teaches— it doesn’t tell. People can take their own learnings from others’ experiences, resulting in greater and more long-term impact.

What I’ve noticed in my facilitation workshops is that, on the whole, we tend to forget why this mindset is so effective in the business realm. One of the biggest pitfalls we create for ourselves is a habit of assumption. We assume everyone gets the “big picture,” and they understand their role within the organization and how their actions help achieve a larger vision. We assume our team members know all of the challenges and opportunities the business faces. And most egregiously, we assume we only have to say things once. What does this have to do with the Gestalt mindset? Everything.

For all of the time we spend relating to our entrepreneurial peers, finding points of connection and making sure we don’t impose our assumptions on their lives, we forget to do the same to some of the closest people in our lives— our teams. As someone who has dedicated her business to transforming the processes of companies through an Entrepreneurial Operating System® (EOS), I have identified three steps that tie into Forum’s principals. First, compose a vision to align all leaders and team members around a single, common goal. Second, create traction by identifying—and then implementing—an execution plan to hold everyone accountable. Finally, build a healthy leadership group by employing the Gestalt mindset, teaching your team to make good decisions around the company’s core values.

Just as in Forum, when we can openly and honestly share our experiences, and work with our leadership teams to establish a Gestalt mindset, we can expect to see holistic growth and transformation within our companies. And that’s an experience worth sharing.

Julia Langkraehr (pictured) is an EO UK-London member and the founder of Bold Clarity, a consulting firm that is pioneering the use of EOS® in the U.K., as well as through the facilitation of workshops and retreats for peer groups and non-profits. Contact Julia at julia@boldclarity.com.

TAKING EO ON THE ROAD

Growth through External Engagement

Building the world's most influential community of entrepreneurs requires more than just nurturing our members through next-level learning and leadership development—it also means hitting the road to places where likeminded entrepreneurs are engaging with other external groups and conferences. But there's so much more than having a booth at events or holding a few meetings!

From the recent G20 Young Entrepreneurs' Alliance (G20 YEA) in Hangzhou, China, and Web Summit in Portugal, to the Inc.com Women's Conference in New York City, opportunities to promulgate our mission abound. Such opportunities allow us to leverage our programs, content and volunteer members to further position the organization as the global thought leader it is, while engaging new audiences who benefit from our value proposition and unique program offerings. Whether it's providing Forum training to 250 young entrepreneurs from Latin America through the Young Leaders of the Americas Initiative (YLA), using mentorship best practices to engage attendees at the Global Entrepreneurship Summit, or teaching EO Accelerator content at the Global Entrepreneurship Congress, EO is everywhere.

"One of the key benefits of EO is the ability to engage with members on a meaningful level," said Miranda Barrett, EO's Vice President of External Engagement. "We're bringing this concept to external events and other entrepreneurial groups, giving prospective members and other influencers the ability to not only meet us, but to experience what EO is all about."

Local chapters are also embracing this concept, hosting events that welcome external groups and engaging with visiting international delegations. For members in EO Dallas, for example, this meant the opportunity to interact with young entrepreneurs through the YLA program and facilitate an unforgettable afternoon Forum session.

"Coaching young, Latin American entrepreneurs on the best practices of EO Forums? What a beautiful example of the possibilities that exist when governments, non-profits and the private sector are on the same page," said EO Dallas's Peter Fan.

As EO continues to expand its influence and reach, as well as its network of chapters, programs like YLA help build a foundation of support in advance of chapter launches. For example, at the recent Web Summit, EO Accelerator Subcommittee Chair, Brandon Dempsey, connected with prospective members and the Minister of Finance for Portugal, which will help drive external awareness for a future chapter launch. This is just one of the many ways we're maximizing our opportunities and creating a stronger foothold in the global entrepreneurial space, while also receiving value in return.

"While we know we can bring value to external groups and events, we are also focused on actively monitoring the value that EO gets from these activities," said Miranda. "We approach our external engagement with a spirit of contributing to the entrepreneurial ecosystem, but we also actively look for opportunities to advance EO's strategic priorities and provide value to members."

Conferences are selected based on a series of factors, including alignment with key EO priorities and the likelihood of a high return on investment. If you would like to recommend that EO attend an event in your region, or discuss how to engage groups on a local level, contact Miranda at mbarrett@eonetwork.org.



7 MYTHS OF PUBLIC SPEAKING

Rowena Crosbie

PRESIDENT OF TERO INTERNATIONAL, INC.

For countless people, speaking in front of a group is an experience that is feared. The statistics indeed support Jerry Seinfeld's humorous claim that most people at a funeral would rather be the corpse than the person delivering the eulogy. But, it is the ability to communicate effectively that is cited as the primary factor contributing to one's professional success. Here are some common myths surrounding presentation skills and the reality behind each:

Rowena Crosbie is an EO Iowa member and the president of Tero International, Inc., a premier interpersonal skills research and corporate training company. Contact Rowena at rcrosbie@tero.com.

Myth #1

START OUT WITH A JOKE— IT GETS THE AUDIENCE WARMED UP.

Reality

Although it's certainly true that the release of adrenaline and endorphins into the system heightens learning and interest, a joke is seldom, if ever, appropriate. Too many speakers confuse comedy with humor. Humor is the relating of funny, relevant and non-offensive stories, cartoons or anecdotes to support the message. When they fail in their purpose, you don't. Leave the comedy to the professional comedians.

Myth #2

PUT YOUR HANDS IN YOUR POCKETS. IT WILL MAKE THE ATMOSPHERE CASUAL.

Reality

Studies have shown the critical importance of the visual element in presentations. This includes eye contact, attire, stance, grooming and gestures. When a speaker's hands are buried in his or her pockets (or placed behind the back), one-third of the ability to communicate is eliminated. Supportive gestures enhance the message and facilitate learning.

Myth #3

SHARE ALL OF THE BACKGROUND INFORMATION PERTINENT TO THE TOPIC.

Reality

Your audience only needs to know enough to understand your premise. Allow for a Q&A period at the end of your talk to answer those questions the audience is most interested in. If needed, provide detailed information in a handout.

Myth #4

YOU'RE THERE TO INFORM THE AUDIENCE OF PROGRESS—NOT PERSUADE THEM— SO DON'T WORRY ABOUT PRESENTATION TECHNIQUES.

Reality

Many people say there are two types of presentations: one to inform and one to persuade. Wrong. There is only one type of presentation—the one to persuade. Whether you're selling a product, a service, an idea or your own credibility, you're persuading, and you need to know how people are persuaded.

Myth #5

DON'T WORRY ABOUT USING VISUAL AIDS. THEY DISTRACT THE AUDIENCE.

Reality

When you use visual aids, you are perceived as more professional, credible, persuasive and better prepared. Research shows that when you support your presentation with relevant, interesting, colorful and multi-sensory visuals, learning is improved by 200%, retention by 38%, and the time to explain complex subjects is reduced by 25% to 40%.

Myth #6

IF YOU USE THE LATEST AND GREATEST PRESENTATION TECHNOLOGIES, YOU WON'T HAVE TO WORRY ABOUT YOUR PRESENTATION SKILLS.

Reality

A quick recipe for disaster is to be lulled into thinking that all you need is the latest technology and your problems are over. That idea is unfortunately becoming more prevalent with the introduction of more innovative methods for incorporating visuals into presentations. Your visual aids are just that— aids. They are intended to enhance your presentation, not make it for you. Presenters must remember to focus on the human side. Regardless of how flashy or impressive your visuals may be, you are still the most important visual for your listeners.

Myth #7

PRACTICE MAKES PERFECT.

Reality

Practice makes permanent. Practicing the wrong techniques makes for bad habits that are difficult to break. Learn the techniques that work for you and practice those.

INTRODUCING MyEO Premier Groups

Since its launch in 2012, MyEO has been helping members get more out of their memberships by giving them the tools and outlets they need to personalize their EO experiences. Now we are taking things up a notch by introducing **Premier Groups**, which are designed to support growing areas of our membership, including women entrepreneurs, social entrepreneurs and entrepreneurs at or under the age of 30, among others. Here's a snapshot of several groups and what their member champions are saying about each:

MyEO Women of EO INSPIRING FEMALE BUSINESS LEADERS

MyEO Women of EO is a dynamic group that gives women entrepreneurs in EO an opportunity to engage at scheduled events, empowers them through powerful connections and ongoing dialogue, and spotlights their strengths through the Women of EO Leadership Summit, where in August, more than 100 women from 30 chapters and nine regions united to learn, grow and network.

"Participating in the first-ever summit inspired me to continue supporting women around the world in their entrepreneurial journeys. The friendships available through this group have motivated me to take this meaningful movement to the next level."

—Marsha Ralls, EO DC





MyEO Engage SUPPORTING SOCIAL ENTREPRENEURS

In recent years, there has been a global movement toward building businesses that provide a social impact. In this spirit, MyEO Engage was formed to connect members who have built social enterprises or are interested in learning how to do so. The group offers opportunities to learn and grow by sharing contacts and resources globally, and provides a platform for members to exchange ideas and success stories. There is also an annual EO Engage Social Business Summit that brings these members together, with next year's event to be held in India.

"I've had the opportunity to learn from some amazing members who have built some incredible social businesses. It is heartwarming to know that so many members are engaging the world, and it made me realize how much more we can do as a global community."

—George Gan, EO Malaysia

MyEO Entrepreneurs≤30 UNITING YOUNG ENTREPRENEURS

Young entrepreneurs are faced with their own set of unique challenges, requiring experience sharing on a different scale and connections with likeminded peers. Enter MyEO Entrepreneurs≤30, which brings together all EO members who are at or under the age of 30 worldwide. This new group is creating a community that connects online and offline, builds bonds and offers life-changing events.

"I travel frequently for work, and I know firsthand how valuable it is to have a global network of friends. Whether it's finding the best co-working space in Mumbai, finding out how to get around Kuala Lumpur or getting a crash course on American employment law, having a network of peers who are faced with similar challenges has been invaluable to me."

—Cédric Waldburger, EO Switzerland – Zürich

To learn more about these and other MyEO Premier Groups, contact Nataliya Karnaushenko, EO's MyEO Director, at nkarnaushenko@eonetwork.org.





FIRST EO FAMILY RETREAT & EXPERIENCE A SUCCESS

In June, EO brought together 79 adults and children for the EO Family Retreat & Experience, held in Orlando, Florida. Members and their families rated the inaugural program a 9 (out of 10)! After a successful retreat, EO is getting ready for next year's program, to be held from 2-6 August in Orlando. Learn more by visiting events.eonetwork.org or contacting events@eonetwork.org.



2016 EO GSEA Season Kicks Off

In early November, the first EO GSEA competition of the season was hosted by EO South Korea, with Shin MinKyu (founder of Dobedo) announced as the winner! Dobedo is a music-collaboration service for aspiring musicians. Shin MinKyu will represent Korea at the 2017 EO GSEA Global Finals in Frankfurt, Germany, from 27-29 April. Congratulations, Shin MinKyu!

Global Staff SPOTLIGHT

Dennis Vilovic

Hire date: 24 December 2014

Position: Business Development Director, EMEA

Contact: dvilovic@eonetwork.org



Dennis, pictured right

What inspired you to join EO as a full-time staff member?

DV/ "Before joining EO, I was a government advisor in developing countries for 13 years. I consulted with public-sector bodies to improve access to clean water for their citizens, largely through private-sector principles. My work has always been around improving people's lives. When you work with people in power, you realize that developing countries is easy in theory but almost impossible in practice.

"In 2014, I knew if I wanted to keep making a mark, I had to change the 'how.' When I first learned about EO and this position, I thought it was a scam! I couldn't believe there existed an organization with a mission of helping entrepreneurs learn and grow; one led by members who volunteered their time to improve the organization and each other. I feel within EO, members and staff work together toward the same goal—to make this world a better place. That inspired me to join."

What should members know about chapter launches?

DV/ "That we're always looking for member leads! Send the contact details of one lead, supplier, friend, contact, etc. in one of the following locations—Belgium, Milan, Iceland, Portugal, Romania, Slovakia, Serbia, Lebanon, Egypt, Ghana, Pretoria and Uganda—to dvilovic@eonetwork.org. And thanks!"

Read the full interview online at blog.eonetwork.org/dennisinterview.



320 Members Honored at Inc. 5000 Conference

From 18-20 October, more than 30 members attended the Inc. 5000 conference in San Antonio, Texas, in support of the 320 members who made the 35th annual Inc. 5000 list of fastest-growing privately held companies. Congratulations to those members who made this prestigious list! For the complete list, visit www.inc.com/inc5000/eo-member-companies-on-2016-inc-5000.html.

MEMBER SPOTLIGHT

Moisés Cohen

Member since 2007

EO Panama

Founder of Capital Bank

Moisés Cohen was born in Colón City, Panama, in 1967. During law school, Moisés founded his first business, Sistemas Jurídicos, S.A., which has since become a leading law-publishing company in Panama. Moisés went on to receive a Fulbright scholarship, using it to earn his master's degree in law at Stanford University. Upon graduating in 1995, he was distinguished as an "Outstanding Young Person for the World" by the Junior Chamber International organization.

Moisés went on to work for the Panamanian government as a maritime adviser and as a corporate lawyer at the InterOceanic Region Authority of Panama. He later worked at a local bank, where he became the general manager. In 2003, Moisés started Vale Panama, a food voucher business. In 2008, he opened Capital Bank with several partners, starting with US\$11

million in capital and 25 employees. A year later, Moisés was elected president of the Panamanian Banking Association. By 2014, Vale Panama controlled the market, leading Moisés to sell his company to global leader, Sodexo. Around this time, he also founded the news agency, ANPanama. By 2015, Capital Bank had accrued nearly US\$1.5 billion dollars in assets, with US\$150 million in capital and 500 staff on payroll.

"Entrepreneurship is about having a vision, taking risks and persevering until you get the results you expect," said Moisés. "I learned you must always give the best of you to get the best of others."

To learn more about Moisés, visit blog.eonetwork.org/moisescjourny or contact him at mcohen@capitalbank.com.pa.



EO Hosts Highly Rated University in London, England

The EO London Global University—our first University of FY2016/2017—was a tremendous success, as 342 members and guests from around the world united to learn and grow from 7-11 September. With an inspirational theme of “Shaken, Not Stirred,” the University offered stellar socials, memorable off-sites and invaluable learning that emphasized the unbreakable spirit of entrepreneurs. The event earned an impressive rating of 8.65 (out of 10), making it the fourth-highest-rated University in EO history. Congratulations to the University committee and EO UK-London for hosting such an incredible



event! Scan the QR code for a special recap video, or prepare for our next University by visiting events.eonetwork.org.

MARK



Each year, EO hosts regional events that are designed to help you get more out of your business and entrepreneurial journey. Here are several upcoming events to note:

12-14 JANUARY

Asia Bridge Forum
Cebu, Philippines

14-16 JANUARY

Asia Bridge Campus
Cebu, Philippines

1-3 JUNE

Inspired and Unstoppable
Edmonton, Alberta, Canada

14-16 SEPTEMBER

EO Alchemy
San Diego, California, USA

17-20 SEPTEMBER

EO XCentric
Austin, Texas, USA

27-29 SEPTEMBER

EO LACademy
Panama City, Panama

THANK YOU TO OUR PARTNERS



YOUR CALENDAR



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*By invitation only

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