

## THE ENTREPRENEUR MIND (I)

It is not uncommon for people to think that men and women who become very rich were just lucky, and that life offered them a favourable break. They are unaware of the attitudes of mind and persistent effort that preceded this exposure to the wealth they now enjoy.

In George Clason's classic book *The Richest Man in Babylon*, he referred to the good "goddess of love and dignity whose pleasure it is to aid those who are in need and to reward those that are deserving". In the acquisition of wealth, perish the thought of waiting to be lucky; and focus on dreaming, planning and hard work for the attainment of your desire. How many honest rich people do you know that made their money from good luck schemes (e.g. lottery)?

The Entrepreneur is a person who does not entrust his or her livelihood to the responsibility of other people or organisation, but also thinks of ways to better the lives of other people. His quest for attainment begins with a dream, which is the stimulus rather than the grand finale. The dream is followed by a keen pulsating desire that leads to effective action, which generates the manifested results.

A dream can be something that you perceive when you sleep, or what you consciously create in your imagination. It is important to note that no one can ever stop nor prevent the extent of your dream. Your dream can make you larger than life. Peter J Daniels defined a dream as "the sense of grandeur toward life".

To transform your dream into reality, you need to start from the end. You must know where you are going if you are to ever arrive there. This requires that you get a clear picture of where you see yourself and what you see yourself doing. This mental picture takes time and persistent effort to develop.

It is also important that you know what you want to achieve, this will assist and ensure that you maintain focus. Napoleon Hill in his classic book *Think and grow rich*, describes this as "Definiteness of purpose".

### *Enlightened Wealth*

In this first article, I wish to introduce the concept of **Enlightened Wealth**, which underpins everything that I do in respect of wealth acquisition and training. Enlightened wealth, which instructs the commitment to honour God, and build a sense of moral responsibility towards mankind, can be further explained below:

- The **desire** and **action** to give back to our community, out of which we have been privileged to receive much.
- The understanding that *"Abundance comes from making others better off."* (Andrew Carnegie).
- The understanding that our wealth is not just for us and, our responsibility to lift the oppressed and down trodden from their misery.
- Our commitment to create other enlightened wealthy people.
- Living life with a WIN-WIN-WIN mentality and attitude. Therein lies a principle that *"I will engage in no transaction that will not benefit all whom it affects"* (Napoleon Hill).

The question that needs to be answered is whether the accomplishment of your dreams has any implication for the fulfilment of the principles of enlightened wealth. Does your dream benefit other lives?