

# Lessons Learnt

The Jedi Master and the  
Billionaire



## Lessons Learnt - The Jedi Master and the Billionaire

I haven't blogged for a couple of weeks, not because I have run out of steam or stopped caring but, I am delighted to say I have been working pretty much full time delivering for my new business to actual customers. Now, having launched my business a little over three months ago I wanted to pause and reflect on what I had learnt. I also wanted to share this with you with the aid of two quotes from very different sauces.

My first is from Richard Branson, who suggests: *"If somebody offers you an amazing opportunity but you are not sure you can do it, say yes – then learn how to do it later!"*. Now, I am not recommending making rash promises to potential customers and lying about what you can deliver, but to me this gives two messages:

1. As you step into new and very different challenges you need to develop a personal mindset to help you cope and give you the confidence to support your move into the unknown. This, to me in the **"fake it 'till you make it"** ethos; tell yourself you can do it until you have proved to yourself that you can. Let me give you an example. I am dyslexic and writing has always been a challenge, I have adapted to avoid writing as much as possible as I have always been criticised for it. As I build my business there is (currently) no corporate affairs or marketing department, so the getting the message out is (like sales, finance and facilities management) down to me. I said "yes" to myself and started to blog on a weekly basis, learning on the way how to write, edit and publish.
2. This leads me to the second message I gained from Mr Branson's insight: **learn by doing**. He also said: "You don't learn to walk by following rules. You learn by doing and by falling over and it's because you fall over that you learn to save yourself from falling over". Even over the last three months I have become a

better writer by writing, a better networker by networking and a better coach by coaching.

My second inspiration is from Yoda, Grand Master of the Jedi Order who said, *“Do or do not. There is no try.”* When I started Realising Your Potential I told myself I was going to try to set up my own business and “see how it goes”. This is undoubtedly a personal defence mechanism so if it doesn’t work out, “I wasn’t really that serious”. Well if you are not that serious, then don’t do it, if you are, put your time, your heart and your soul into it.

If you are starting a new business venture, a new or enhanced role or stepping into realising a new development opportunity:

1. Tell yourself you CAN do it
2. Learn on the way (its actually quite fun)
3. And do it.