



## Successful Businessman

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“There are people who make things happen, there are people who watch things happen, and; there are people who wonder what happened. To be successful, you need to be a person who makes things happens”. –James Lovell

A person organizes and manages any enterprise, especially a business, usually with considerable initiative and risk. Businessmen are people that recognize opportunities and take the initiative to assemble resources to make new products. To be successful businessman, you have to have your heart in your business and your business in your heart. Anyone and everyone who succeeded in business or desires to succeed begin with the end in mind as a critical first step to success in business. Success is a destination, a journey, an end if you want to get to in business. Without a clear picture or idea of what this end is, nothing else matters. Successful businessman knows what they want to get out of their business. They don't dabble into business without an end in mind. They begin their business journey with a picture in mind. They have a clue of what they want to create. They begin with the end in mind.

In the world of business and in life generally, beginning with the end in mind has been given different names such as, purpose, vision, goal, objective, aim, big picture, dream, desire, mission, etc. We find many businessmen who set out in business with the only one end in mind i.e. profitability. If you don't begin with that or something else is there in mind, you can't get the profitability you set out for. There you are, you can't put profit first because it's not the first thing you make in business. It's the last thing you make. So, the end in mind, every businessman who desires business success ought to begin with is not profitability, but utility. Utility is the benefit, value, satisfaction, change, impact, difference you want to

make in life through the business you have set out to build.

The second simple but often overlooked step to guaranteed success in business is learning what it takes. The success of every journey lies in the preparation. Knowing where you are going is not sufficient, if you are not armed with enough information on how to get there. For every kind of success you desire in life, each requires a set of universal processes you must follow. A firm commitment to study the required process to attain the kind of success you desire is what differentiates those who succeed from those who don't. Enduring success is built on a long term process. Learning what it takes is simply paying the price for the success you so desire. They master the process of business success.

“Many of life's failures are people who did not realize how close they were to success when they gave up”--- Thomas Edison. The third guaranteed step to success in business is action. No amount of learning will get the work done, no amount of purpose, vision, will get you to where you desire to go. Successful businessman does the work. They act on what they learn. They don't just study, they practice, apply, implement, execute. Doing the work is how businesses that matter.

Business success is a choice that successful businessman make by following three part process:

- Know where you are going (begin with the end in mind)
- Learn how to get there (learn what it takes)
- Get on the end (do the work)

Moreover, Success is often achieved by those who don't know that failure is inevitable.