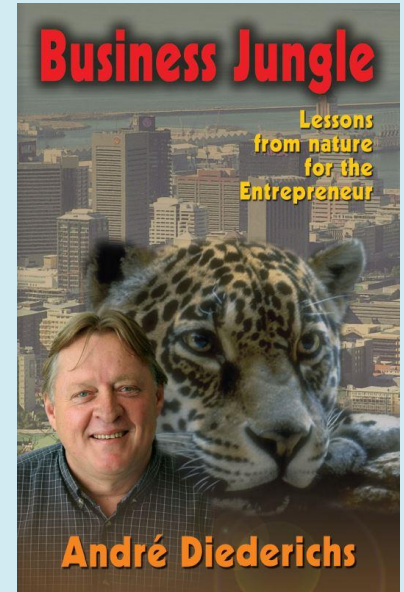




FABASA



In Business your sixth sense ought to be first sense

DEVELOP YOUR OWN ANIMAL INSTINCTS IN BUSINESS

André Diederichs

FAMILY BUSINESS TIPS

PEOPLE OFTEN SPECULATE ABOUT WHETHER SUCCESSFUL ENTREPRENEURS ARE BORN OR BRED. DO ENTREPRENEURS REALLY HAVE A NATURAL TALENT FOR BUSINESS, OR CAN THIS BE DEVELOPED?

Survival tactics within the animal kingdom rely heavily on the super natural abilities of the different species. How can this be applied in a business context?

While most animals share the five human senses of sight, touch, smell, taste and hearing, they also have super senses we don't have.

As humans, we had to learn to use the stars and sun for navigational purposes.

For migrating birds, for example, this comes naturally. They can see the magnetic force fields around the world and use this to determine their direction when it is too cloudy to use the sun and star constellation.

The North Star being a constant reference to determine the direction they have to fly.

Another example is whales that can see the electro-magnetic force fields below the ocean.

The closest we come to this super sense of animals is our sixth sense, which is of great relevance to the business world.

Perhaps in compensating for our limitations, we sometimes seek a mysterious sixth sense or super natural ability to guide us through business deals and help us find profitable business ideas.

In the animal kingdom this sixth sense is called a super sense, a sense that stretches beyond the normal five senses and occurs naturally in most animals as a birthright.

It is widely believed that entrepreneurial skills can be developed over time. Perhaps to the level of a mysterious sixth sense.

The word entrepreneur is taken from the French word *entrependre*, which means to undertake.

Peter Drucker, the business guru, points out that an entrepreneur doesn't require specific personality traits. He says that in his experience spanning some 30 years, he has seen many diverse personalities perform well in entrepreneurial challenges. For him, it is behaviour that can be learned.

Over time successful business people, especially those who have

emerged intact after much trial and error, are the most successful entrepreneurs who have in fact developed a sixth sense for lurking business opportunities.

However, it takes a certain amount of experience and practice to get there.

But, the main ingredient for becoming a successful entrepreneur is still taking the plunge and doing it.

To shed the comforts of the corporate world and be your own general rather than a corporate soldier, takes tremendous courage.

Other necessary ingredients are fine-tuning your instincts to smell, hear and see lurking opportunities. To sense them!

The ability to spot new opportunities in an already over-saturated market, or develop new ways of creating scarcity in an existing market are the

key differences between being an entrepreneur and merely running your own business.

Entrepreneurs are not just dynamic individuals with interesting and challenging stories to tell.

They are individuals who play a crucial role in the economy, from spotting and/or creating new ideas to providing new jobs. They should be celebrated for what they are - unsung heroes who create a better life for all!

To obtain the book, Business Jungle, visit :

<https://andrediederichs.co.za/books-dvds-cd/>

