

## HOW TO BE AN ENTREPRENEURIAL LEADER AND MAKE A DIFFERENCE IN PEOPLE'S LIVES AT THE SAME TIME

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Other Business Ventures (20+ Companies): [Éconofitness](#) - [CityFitness New Zealand](#) – [CityFitness Australia](#) - [Oxygen Yoga and Fitness](#) – [Visual Fitness Planner](#) - [Wexer](#) – [Dogtopia](#), and more

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### Key Principles of Entrepreneurship:



### Rules to brainstorm like an Entrepreneur:

- You can't say no or anything that sounds like no.
- However, you can say the following:
  - If you did this, it can work even better
  - If you did it a little bit differently, it could work like this.
  - You could sell the idea like this.
  - You could get these results by doing this.
  - You could do it faster by doing this.
  - You could save more by doing this.
  - You can make more by doing this.
  - You could accomplish more if you can make it even better if, people would like it more this way.

### Entrepreneurial mindset includes:

- Not playing it safe, or doing what you are used to with only small changes. Doing those things moves you away from your greatest opportunity.
- Not worrying about the effect on the status quo or about who would be upset if you don't get permission.
- Imagining the highest good you could do.
- Imagining the worst that could happen; and then replacing that with what is possible that is right in front of you.

### The questions you need to start with?

- How would we make this happen? How would we communicate and market this, how would we create a win-win?
- How could we make it a win for the people?
- What are the next steps to make this happen?
- Where could we trial the plan?
- What's the shortest amount of time we could the plan up and running?
- Who do we have to support this?
- If this doesn't work does it matter?
- What is your goal and what is stopping you?

**Remember:** You have the chance to create something that most would think they can't.

To access the 21 day guide to resilience follow this link:

<https://blog.goodlifefitness.com/quiz/21-day-leader-s-guide-to-resilience>