

# Life of a Daymaker

I am writing this on my way back from the E0 learning conference in Buenos Aires, Argentina, where I participated with all my colleagues and friends to see a great conference come together. I want to focus on two speakers that were really inspirational and knocked it out of the park. The first was Rick Kash of The Cambridge Group, whom I've written about before, but seeing him in person was super special and why I am proud that I invited him to speak to us. The other was David Wagner, whose story was extraordinarily inspiring.



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## Key Parts to a Great Strategic Plan



As I head to Buenos Aires for the E0 Argentina University, I am excited to see how it all unfolds. Unlike other university events I have been to, I was on the committee that put this University together. So in a sense, like your own business, you get to see a creation come together that you had a hand in making happen. I look forward to seeing all my friends and experiencing a great conference together.

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# Embrace the Collective

When I was at the E0 Nerve conference in Charlotte last April, I met Captain David Marquet, who spoke to us about his perspective on Leading. He discussed his experience leading a nuclear submarine and how as a leader, he felt he was expected

to have all the answers. And ultimately, he realized that was not a realistic expectation. David learned this lesson the hard way when he was commanded to change from his original submarine he'd spent one year on, to a new vessel.



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# Delivering Happiness to Employees and Customers



Last week I went to the E0 Insignia/Quantum Leap Campus Conference in Las Vegas and met up with about 140 E0 members that are in regional forums around North America. It was a great opportunity to hang out with incredible entrepreneurs, share experiences, learn, and

grow together. I was fortunate to meet E0 Member,

Mario Stadtklander, who lives in Vegas. We discussed the opportunity he had to take his forum to tour the new Zappos headquarters. After our conversation, he offered to set up a tour for us during our stay.

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## Ask Key Questions for Change



Looking at your company from a different perspective is sometimes what is needed to make important changes that lead to moving forward. The problem with this is, it is hard to do. How can you put yourself in a perspective that will make decisions that will change everything? Rasmus Ankerson, who we are bringing to speak at the E0 Argentina University in November, has an answer for that.

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**Make a Change – Make a Difference**

One of the things about being an entrepreneur is the ability to affect change. Change the way it is done, change the way something looks, change the way everyone thinks about something, change the way we can be healed, change the way we live our lives, and more change, change, change! This is very empowering, and when you have it in your life, you feel how rewarding and motivating it can be.



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## Bitter Sweet for Brock Candy



A few weeks back, I wrote a [blog](#) on the experience I had going to the Volkswagen plant in Chattanooga, TN, with my [EO Forum](#). Along the way of doing the tour, my forum mate, BJ Miller, met a gentlemen by the name of [Frank Brock](#). Frank happens to be of the Brock Candy Family of Chattanooga, which was founded in 1909.

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# Hooray...I Failed!

What have you failed at lately? Do you brag about it to others? I don't know about you, but I have tried a lot of things and I have failed at a lot of things. Most people think that it reflects badly on you to fail and then to share what you have failed at doing. I was that way when I was younger and was embarrassed and shy about discussing things that didn't go so well. Now, I don't feel that way, because I realize that these attempts have led to my successes.



How do you become successful if you don't try? Ask anyone that has achieved success and they will tell you, it was not a straight line from where they started to whatever place they realized their relative success. They will tell you it was filled with a few big failures, or maybe a bunch of small ones, but whatever the case, there were failures along the way.

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## The Dark Secrets of Entrepreneurs



Not a lot is written about how hard being an entrepreneur can really be, so it was very nice to see an article about the deep struggles that those at the top, who running a business, can deal with at times. The article is called [\*The Physiological Price\*](#)

[\*of Entrepreneurship\*](#), and I thank my E0 forum mate Vonda White for sharing.

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## An Inside Perspective

Something that is always a great experience, and chock-full of learning, is taking a tour of a business. If you have a fascination for business like I do, going into and getting a hands-on tour of a business,



especially by the founders, is an amazing learning tool. We do this with the Entrepreneurs Organization E0 at our conferences in the different cities that host us. We also do this in the local chapters, getting in to see businesses where our members may have connections, which allows us to get the quarter tour, instead of the nickel tour.