

Ideal Recipe For Business Success

The right guidance and mindset are critical to business development



STORY BY **BOB BENNETT** | ILLUSTRATION BY **NOLI NOVAK**

Depending on the information source, one reads that between 65 percent and 95 percent of all businesses fail within five years of their inception. The 65 percent statistic usually considers only registered businesses, while the 95 percent statistic includes nonregistered businesses, as well. Maybe, rather than considering these businesses “failed,” we should assess them the way Thomas Edison did his experiments: “If I find 10,000 ways something won’t work, I haven’t failed. I am not discouraged, because every wrong attempt discarded is another step forward.”

have saved him 90 percent of the labor. But he had a veritable contempt for book learning and mathematical knowledge, trusting himself entirely to his inventor’s instinct and practical American sense.”

What entrepreneurs need today is the “ideal recipe” for starting and growing their businesses. Many people, however, are like Edison and are unwilling to admit they could use help from outside experts.

This brings us to a book released in May 2008 titled “The Answer.” John Assaraf and Murray Smith, two serial entrepreneurs, wrote it. Assaraf has twice been a

the science of the mind, consciousness and brain and how to develop a “mindset for success.” Some of the world’s greatest athletes and most thriving business scions attribute their success to their ability to visualize themselves as successful.

A person’s mindset dictates whether they will succeed or experience a “wrong attempt.” And fortunately, with the right coaching, anyone can develop the mindset for success.

The second half of the “The Answer” deals with the mechanics of building a successful business. It explains the “Power of Sixteen” or how to increase productivity by 16 times. It teaches how to attract more clients by recognizing their psychographics as well as demographics. It tells how to develop a recipe by selecting “ingredients” from seven distribution channels, 16 marketing strategies and 89 marketing tactics. And it explains how to put the right combination of ingredients together in the right order.

Speaking of combinations, here’s an analogy cited in “The Answer” involving the Rubik’s Cube: If a person twisted the cube once each second, it would take 1.37 trillion years to accomplish all of the 43 quintillion possible permutations. Yet the world record for solving a single jumbled Rubik’s Cube is 7.08 seconds, achieved at the 2008 Czech Open by Erik Akkersdijk.

Even a blindfolded person could solve the puzzle in less than 2 minutes if a Rubik’s Cube expert was there to say yes or no each time the person twisted the cube. And similar help is available for those wanting to put together recipes for business success.

You can attempt to succeed through trial and error or “wrong attempts discarded,” or you may access help from books like “The Answer” or have an experienced mentor or coach stand next to you and provide you with guidance. **KCB**

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A big difference between Edison and entrepreneurs is that most entrepreneurs are willing to experience a “wrong attempt discarded” but once, and certainly not 10,000 times. But even Edison could have benefited from an ideal recipe for successful experimentation. Nikola Tesla once worked for Edison and wrote this about him: “I was almost a sorry witness of his doings, knowing that just a little theory and calculation would

New York Times best-selling author, and Smith has founded or turned around 14 multimillion-dollar businesses. After I read “The Answer” a couple of times, I concluded that it can provide the ideal recipe for many entrepreneurs.

“The Answer” is the first business book I’ve read that devotes half of its content to the identification and improvement of one’s mindset. In the first half, Assaraf discusses

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