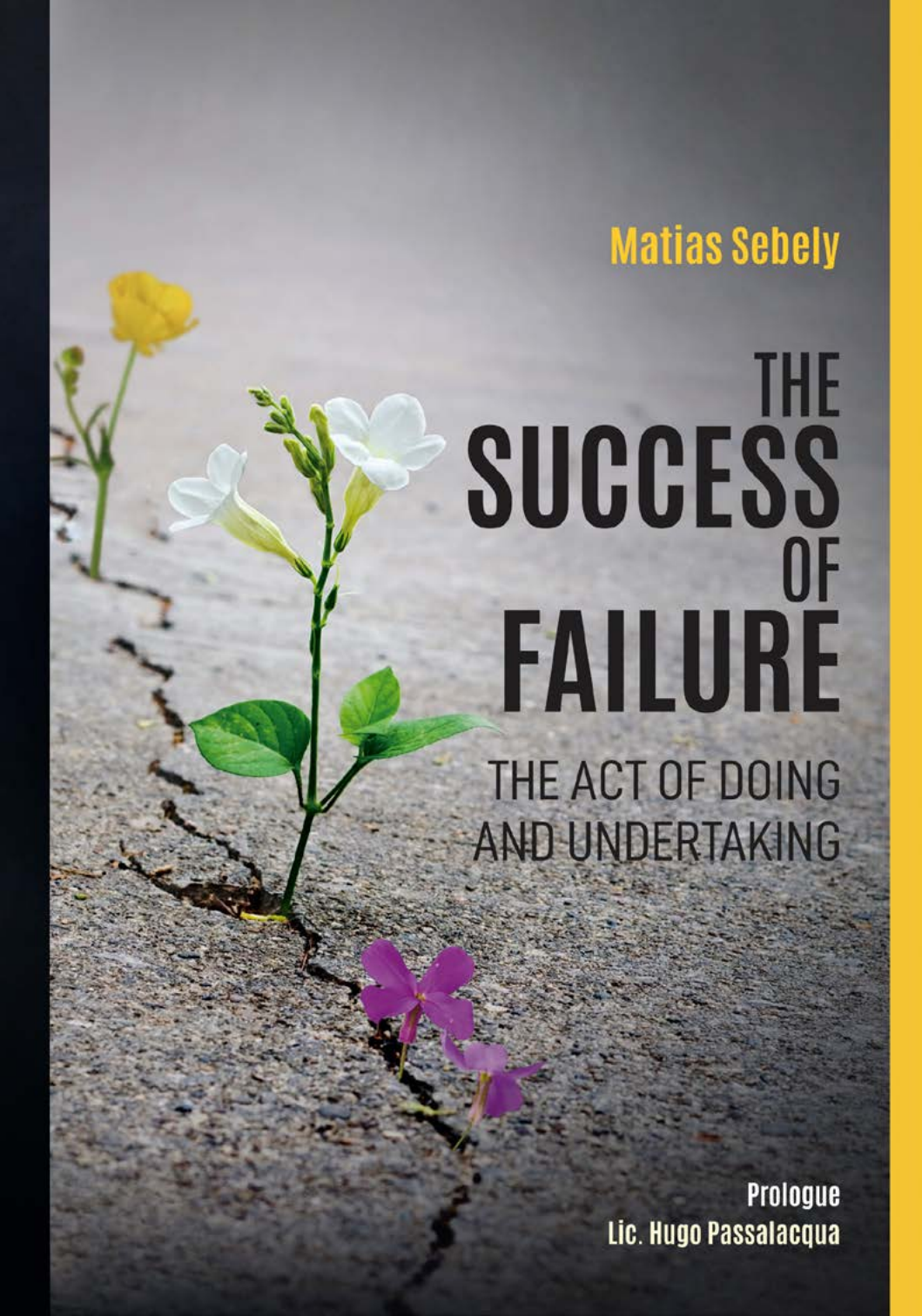




Matias Sebely

THE SUCCESS OF FAILURE

THE ACT OF DOING
AND UNDERTAKING

Prologue
Lic. Hugo Passalacqua



Matias Sebely was born on February 22, 1985 in Leandro N. Alem, Misiones province, Argentina. He is a lawyer, solicitor and in recent years, an entrepreneur of a start-up distinguished in different forums and events.

In 2010, he was chosen as one of Misiones's 10 Outstanding Young Persons by the JCI. In 2018 he was also selected as Young Entrepreneur by the Misiones Economic Confederation (CEM, by its Spanish initials); then in 2019 was chosen as one of the Entrepreneurs of the Year in Argentina.

In 2011, Matías became Executive Director of the Hospital of his city and since 2016 he has been presiding over the Alimentos para el Mundo Foundation, the basis for developing an unprecedented business venture in the region. He also founded the De La Finca brand he manages with his wife, where they produce hydroponic vegetables and healthy foods for the entire family.

In addition, he has received dozens of awards and recognitions among which is his conference at Posadas TEDx, where he presented 'Comida por Un Dolar', his development of lyophilized food.

Because of his restless, enterprising spirit and constant academic training, at the age of 16 he started his first business where he was already investing time and effort in innovative developments.

In this third book of his authorship he focuses on showing from his learning, mistakes and knowledge, the way to undertake in every time and place.

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Matías Sebely.

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PRÓLOGO

La felicidad, la excelencia, el éxito, el progreso, significan una constante búsqueda en la vida de las personas y, más que metas a alcanzar, representan el anhelo de una vida plena. Pero ello no es algo instantáneo y comprender esto en una era de metas efímeras a las que se accede con facilidad, se torna una tarea difícil.

El éxito tampoco es un destino, sino un largo camino y un extenso proceso de aprendizaje, en el que nos encontramos con innumerables eventualidades y obstáculos que no resultan de nuestro agrado, porque si aprendemos a afrontarlos con la actitud correcta, terminan por conspirar inevitablemente a nuestro favor.

¡El Éxito del Fracaso! es una inspiradora obra que toda persona debiera leer para tomar conciencia del mensaje que nos obsequia. Es un libro extraordinario dirigido a personas que se encuentran en ese camino de búsqueda del éxito pero que, en el fondo poseen un enorme temor al fracaso. A través de una lectura tan amigable como atrapante, Matías Sebely nos invita a transitar este camino de construcción sin temores, compartiendo su propia historia y su experiencia emprendedora que hoy traduce en estas palabras impresas.

Estoy seguro que el lector disfrutará y aprenderá de la lectura de este libro, tanto como yo, ya que no encontrará en él recetas exactas para alcanzar el éxito, pero sí profundas reflexiones y recursos que le hagan cambiar el foco, para entender la realidad desde otra perspectiva y convertir al fracaso en una oportunidad.

Los invito a sumergirse en este libro, interiorizarse con su contenido y descubrir su valioso mensaje. Estoy convencido que hallarán en él una obra de consulta constante, una guía práctica que los ayudará a crecer y a no sucumbir ni desistir al desánimo de resultados no esperados.

Gracias Matías por haber pensado en mí para colaborar en tu libro.

*Lic. Hugo Mario Passalaqua
Posadas, Misiones 15 de Julio de 2020*

PART 1
START ALL OVER

1- SIGNS

Everything that happens in life happens for some reason. Everything you do in life has a reason and reading these lines shows that you accepted the invitation to join us to take some time and reflect to try to understand that the blows in life are not designed to make us suffer, but that they obey events that often we cannot control and act as the chisel of the sculptor who is shaping what we are.

It is worth remembering that no one is alone on this journey, all human beings are on equal conditions and to start walking we must know that we are likely to fall more than once along the way... but let's see together how it is possible to get back up and start again and with that, learn that the great secret is precisely to try again.

When life beats you down, two things can happen, you may rise up against life and consequently sink even deeper, or you may learn from your mistakes. I can assure you that there is no better choice than to consider beatings as lessons from which we can learn. I guarantee you, if you take everything that happens in a constructive way, then things will go a lot better for you.

The first step in starting to glimpse light is nothing but looking at the positive side of things, and even if we are covered in a lot of darkness that prevents us from seeing our hands in front of us, we always have to try to see light, that light that brings us to the end of the tunnel. So, if the blows of life are signs, they are showing us that we are not doing things the right way. When you stop fighting life and make it your teacher, things

will start heading towards a much better path and you will be able to see light again in the dark.

When something not very pleasant happens to us, it is probably because we make the wrong decision that ends up in a sad endgame; it is something out of our control. At that point, instead of succumbing to despair, you have to try to get to the source and understand why it happened. There will be cases in which the motives are obvious, others in which they are not, and it will always be difficult to find those answers.

One way or another at such times, don't you give up. You have to trust yourself and firmly believe that everything happens for some reason. In order to be able to learn from mistakes, we must trust that things happen for a purpose.

It starts with faith that allows you to believe in yourself, until you become strong enough to see things with your own eyes. That is where you start to see how it becomes increasingly evident that everything happens for some reason.

2- LOOK AHEAD TO THE CHALLENGE

Buddhist masters claim that failure is one of the best opportunities to learn, as long as we transform it into a teaching. Now, imagine you are a high-performing sportsman and the discipline you compete on is life itself. In this competition, your toughest test is to start over. That is our challenge. As elite athletes, we have to train and prepare ourselves for that test every day. We will need people to help us, people that show us what we are doing wrong and how we could improve our performance. I want to be that person for you, the one who helps you get started again.

Throughout life, we may question the path we follow from situations or moments that test us. You may feel lost and have to look for another way, whether in life or at work, perhaps you have ended a long relationship, or maybe your children have grown up and are no longer with you permanently and you need to have a purpose again. Whatever it is, sometimes we have only the option to start over.

You know what you have to do, but knowing and putting it into practice are two different things. You may one day get up full of encouragement to take a new road and it is there, at that exact and only moment when doubts come to you: What should I do? How do I start over? What are the next steps?

Every situation is different, what worked for me may not work for you because we all work at different levels. However, after much analysis, I came to the conclusion that there are three general guidelines we can all apply and are fundamental when we are at that stage of getting out of the ground after that difficult fall.

- Focus on the positive:

Having a negative attitude in life hurts us; it keeps us away from the possibility of living many experiences. It doesn't matter how events happen; once we are already on the ground, fallen, it doesn't matter if it was chance, if it was someone else or if it was you who was responsible. At that point we should no longer care; we should keep moving forward and not get stuck.

One of the first actions to be taken is to ensure that the damage is to the least extent possible. If we focus on being negative, what we will do is destroy the positive aspects that remained of the bad experiences, and we will not learn from them. That is the reason why you always have to be positive; you will realize that the result of the facts doesn't turn out as bad as they seemed to you. When we focus on the positive aspects, we are closing the door to the ghosts and fears of the past, not letting them into our thoughts, so we will have the strength to start over. It is very easy to just say it, but it is certainly much more complicated to put it into practice. There will be obstacles, moments, or people that remind you that you failed and in this way will convey hopelessness to you. Don't let that happen.

So what lessons can you learn? That failure is more of a learning experience; that means, you can learn from experience and you have to make the most of it. There will be people who

with evil will remind you of that failure; there will also be others who will happily give a hand to help you get up, who will give you their support over and over again. Don't let fear and suspicion prevent you from trusting people again. Remember that saying, "If you want to walk fast, walk alone. If you want to walk faster, walk together."

- Find a purpose and don't cling to what is not good for you:

We all have a purpose in life, although in the most difficult moments we can't see it; and among the most important requirements for getting started again is finding yours. Look how important this is, that in this book we dedicate it an exclusive whole chapter. But for now, we will talk about this just briefly. There is a feeling that appears the first days after the death of a loved one, or after losing the job of our dreams, for instance. It seems to be that there is nothing left in life for us, but let me tell you that it is Okay. It is part of the process. My advice is that you should avoid at all costs those thoughts remain with you for a long time.

To change your position, a good strategy is to face yourself without denying your virtues and flaws. We all have negative features in our personalities that move us away from the experience of living in peace and happiness.

Don't forget that we are starting again and as on any new journey that is undertaken, you can't carry all your belongings with you. Imagine you are immigrating to another country and you can only carry a suitcase with you. Pack only the most important and leave your fears, insecurities, and negativity behind. When

you start over again, it will be necessary for you to make changes in your life and the way you are.

- Fill yourself up of new emotions:

When you start over, you have to remember that you can't do things the same way you did before. If you are looking for different results, you have to do things differently. Surely, this new beginning will be a more difficult path and you won't feel safe at first, but you have to remember the negative results you got on the previous path.

A good way to start is to visualize the whole way in small sections, almost like stops to rest in the middle of a long road. In trying new things, it is better to go little by little, start with small actions where you can have more control over the result, and when it is positive, you are going to gain more and more confidence, and that is going to get you, step by step, closer to the ultimate goal.

To realize an idea, we must visualize as if we were always on the same path to reach a destination. If we always take the same direction, we will always have the same panorama and see the same landscapes out the car window. I understand that because this is the path you know, it is the one that conveys your confidence and is familiar to you. Take a risk and choose the different one! You have no idea of the world of possibilities that is out there just waiting to be discovered.

Some will think of this saying "better the devil you know than the devil you don't" and of course, it is a logical thought that calls for caution, as it tells us not to risk something that is already known for something that is supposedly better. But if

that we know, or the way we were dealing with situations, they weren't working, why continue to do it the same way?

Change is never bad. The best thing we can do in this life is evolve, change for the better. Let novelty surprise you.

We have to look for new opportunities, be proactive, and not just wait to see what life holds for us. Similarly, setting new goals helps us in this regard. It doesn't matter if you start with small steps or small goals; we have to be reasonable to propose feasible and achievable things. This is vital to success.

If we wake up every morning with a small goal that we can accomplish that day, we will feel that we regain that sense of control that we have lost, and this will give us the motivation to stand firm on our new path.

3- ETERNAL BEGINNING

I have always been interested in music; I feel there is a song for every moment of our life. Music can express and reflect a situation we are going through, be it sad, difficult, happy, complicated; it tells us that there is at least one other person in the world who felt what we were feeling at a given moment, who went through the same thing and was brave and talented enough to take those emotions and turn them into a song to give to the world. That finding makes me feel less lonely and seems almost magical to me.

I discovered a pop duo song called Tercer Cielo that talks about starting from zero and part of its lyrics lead us to assume that we have lost everything overnight and we have to fight to survive, but if that ever happened, it wouldn't matter because there is no storm that could bring us down because what God gives us is too special and nothing can turn it off. So it reminds us that life will always test us, but also that we are all warriors who will not tire of fighting, even if we face giants of grief. Neither poverty, nor wealth, disease, nor adversity, could bring us down. There is no doubt that the concept of starting from the beginning from the same starting line, riddles us with fear. We can even feel more afraid to start from what we feel for what put us there in the first place, which made us start again. What do we do when we lose everything when everything falls apart?

Just like the songs that let us know that we are not alone in some situations, I can assure you that you are not the only one who had to start all over more than once. A large number of successful entrepreneurs, more than you can imagine, found them in this situation and somehow managed to achieve success. They all advise us on what are the most important things we can do. Let us now look at those points that are consistent in these claims.

- Have good friends nearby and look for similar situations:

Humans were born to be in groups, you may be on top of the ground, but you never stay away from others, whether in a face or virtual way, no matter how bad the situation is. Being in a group will give you security and many studies demonstrate that one of the best ways to get over depression, control anxiety, and experience the bad times is to spend time with friends. Think of a funeral that is when you are going through one of the most painful moments, if you had to be alone, it would be much worse than having people who give you their affection close to you.

Reading stories similar to what is happening to you; you can understand how others managed to recover from the crises. You can think that what is happening to you is something unique and that nobody else went through something like that. If you are looking for other testimonies or advocacy groups, you are going to realize it is not like that.

- Turn failure into opportunity

Have you ever thought of those people who invest

their full capacity and their professional lives in someone else's company? I know one person who worked for ten years for someone else, and over that period of time he helped that company grow by two hundred percent, and overnight, he was fired. It was a terrible loss in that person's life. Could you trust another employer again and start from zero somewhere else? This person had two choices, either to settle for unsatisfactory work by putting his skills and knowledge to someone else's benefit or to take a completely new and uncertain path. Eventually, this person never lost faith in his skills, and remained positive, decided to become the owner of his own destiny, and start his own business. He now realizes that he had to go through a devastating experience so that he could think big, as he had never done before.

- Surround the obstacles, change the direction, and come back:

When you decide that you are ready to make your return, don't let anyone or anything stand in your way, so you have to try more than one route to get to the finish line.

- Find out why:

When you lost everything, you get over it or you fall apart. Everything bad will happen one day if we choose where we are heading. We have to recognize the purpose of our life, the reason we do things, and use that as motivation to rebuild what was destroyed.

There are many things we can get out of the bad times, but never a consolation party. Falling apart is hard, even devastating,

but a bad attitude makes it all the more difficult. Based on the experience of others, our minds can control everything and if we have a defined purpose, there will be nothing that motivates us more than that to start over.

4- PURPOSEFUL LIVES

When you don't know where to go it is impossible to know which of all the paths to take. Did you ever feel that your life lacks something? Don't you have a definite path? Let me tell you something, in that case, the problem is the lack of definition of where you are going and you find yourself like a viewer, watching your life go by without intervening in it; disoriented, like a lost tourist in an unknown city. We all need a purpose, a goal, a destiny in life. Once you decide where you want to go, life will help you point the right way to get there. So when we discover the purpose of life, we give life purpose.

- What are you good at?

We are all good at something. We have unique skills and capabilities. There will be situations where you will notice that others are more skilled than you are. We can't all sing and we won't all be good at math. Our first mission then will be to find what we are good at and others find it difficult to, discover that which makes us original and special.

We are all born endowed with the just and necessary to achieve our mission in this world, and so the pursuit of our purpose in life must be to know what we are good at. In order to do so, we can ask ourselves these questions. In what situations do my acquaintances ask me for help? What is that I can do easily and the others can't? But most importantly, what do I like and love to do?

- What do you love doing?

This can be different from what you are good at, or you have skills from what you like to do. You are not always going to find something that combines these two aspects. When you find that that makes you feel comfortable and you combine it with the things you are good at, you are going to discover that midpoint is where your passion is born. And that is a word with a huge sense!

Passion is the magic ingredient that gives purpose to your life and makes you feel satisfied. There is nothing more satisfying than doing the things that you are passionate about, and when that happens, you feel sure that you do them because you want and choose to do it, not because you owe it.

Finding what we are passionate about in life is hard work, but it is not impossible. We can start by asking ourselves “What is that I like so much to do that when I’m in full swing, I feel that time flies and hours pass without realizing it? What is the first thing I want to do when I get up? What’s my favorite moment during the day? What things do I feel passionate about reading, knowing, and learning more?” Ask yourself these questions, and hopefully, in the answers, you will clearly see what your passions are.

- What can you do to make the World a better place?

I think humans are that affect society, positively or negatively. You ever asked yourself, how can you improve your world, the world you live in? If you never did, you have to know this, when you find what you love and add it to some action that you could improve the world with, you have fulfilled the mission of your life. At this very moment, you can think of something that with all your skills, the things you like to do, and your passions, you could create something that would benefit your community and a large number of people.

Our mission in life doesn't necessarily have to be momentous; you can be remembered for small things like being a nice neighbor, charity work, or simply just not being a selfish person. It is when you put your talents to work for a greater good that could make a great contribution to humanity.

- How much do you get paid for?

We can't stop being realistic. The world we live in is a materialistic world and we need to produce money in order to live. More times than we would like, the tasks we perform in the work for which we are paid do not turn out to be something we like to do, nor are they part of our passions.

Do you like the work you are paid for? What are the tasks you perform for which you receive compensation? Is it worth making for the money you are getting?

Interestingly, Google, the most famous search engine on the networks, has more than five hundred million searches related to this topic. People wonder if they are on the right track in their working lives and try to find an answer; people who feel unhappy and look for ways to remedy it.

Finding a balance between our spiritual world and the material world where we live is one of the toughest tasks in life. The midpoint between what we really want to do with what we have to do, the jobs that we are passionate about, and those that allow us to survive; those tasks that enhance and motivate our spirit and with which we earn the money that allows us to live comfortably.

In theory, in order to find our vocation, we have to make those tasks for which we are paid the same as we can do to improve the world, to fulfill our mission, which is the set of things that we like to do and everything else that we are good at.

- How do you get paid for the things you love to do?

In an ideal world, we could all work doing the things we like and we would be paid for. In the real-world, that concept is not that simple.

Let us start by thinking about our ideal profession. Do you know what it is? It is when we combine the things we are good at with the things we do to get a salary. So, knowing this, do you know what your ideal profession is? Or more importantly, is it what you do for a living?

It is not easy to pursue what we love, to leave what makes us unhappy, and to follow our dreams. The fear of failure and the insecurities we feel are huge. However, doing what we are passionate about has incalculable results, both for us and for the people who depend on and are around us.

Dedicating to what one loves makes us more responsible, working harder on our tasks by ensuring success in what we do. The positive impact will not only affect us but also our society, our family, and friends. Wouldn't you like to be a role model? Well, show everyone that it is possible to work on something that makes you happy and that they pay you to do what you love.

Now that we have agreed on some points and asked ourselves some key questions, you must know what you are passionate about, what mission you can carry out to make the world a better place, and what professional inclination or ideal work you want. When you clearly visualize this, you will start to see what your purpose in life is. Always remember that it is not a single piece. Our purpose in life is to live with goodwill and intention.

When you already know your fate, it is much easier to take the direction that takes you there. Every turn on the road becomes an opportunity that brings you closer and closer to that goal. Always work to achieve your purpose, making sure that it

doesn't negatively affect the lives of others. If you are going to influence other people, let it be to improve their lives and yours. That way you will not only make sense of your life but the lives of others as well.

We can live fully by feeling deep happiness when what we do inspires us every day and when we discover what mission as people is.

5- TO LIVE IS TO CHANGE

Many times, when we make a decision, we are not aware that it can condition our lives. We often find ourselves in complicated situations and end up doing things we don't like or acting in a way we are not proud of.

What interests us now is not how we got to that point or why we got engaged in the first place. The important thing is that we can always change what we don't like and come out of situations that are harmful to us. As long as the choice is ours and we respond to our free will, we are the masters of our destiny. We can change, especially everything we don't like about us. Who else has control over ourselves, apart from us? Every new sunrise presents us with the opportunity to make new decisions and make changes to our lives.

If you are not happy where you are right now, you should move somewhere else. Is there something in your life that you don't like and want to change? It can be a lot of things, some of it won't even respond to any logic. Maybe it is not in yourself, but in something external like work, or your friends; it can even be something impossible, something you think you are not able to change.

Charles Darwin, the renowned scientist behind the work *The Origin of Species* (1859), wrote: "It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change". If there is a truth in life, it is that nothing

is permanent and everything changes. And if we don't change ourselves before, life will force us to do it.

Imagine you have a partnership with someone else, but over time you realize that things don't work, the other person isn't what you believed, or the level of understanding changed. The first thing you have to do is let the other person know that you are not happy or comfortable with the situation, considering that you cannot change a person's way of being, but you can change what is under your control.

How do you deal with that moment? You have to change the situation. If you don't want to be with a person anymore because it causes you disgust, you should end the relationship as difficult and painful as it may be; physically and mentally separate you from that person.

Usually, we are all scared of things we don't know. Change is scary for us. That is because we have been taught since childhood to just appreciate what we have at the moment and to be conformists. They teach us to be afraid of the unknown and thus to accept suffering. But when we are independent adults and we don't want to accept situations we don't want to live in, what can we do? How can we fix that situation? The first thing is not to worry about things that we can't change. I have met people who care excessively and others who don't care at all, I have to say that extremes are always bad. Are you from the group who cares too much? If so, it is certainly something you would like to change. From experience, I know how tedious it is to worry a lot more than everyone else.

The basic rule states that if other people don't give so much weight to things that worry you too much, then maybe you shouldn't do it either. If you take a moment and analyze the origin of those concerns, you will surely realize that they are not

as logical as you thought. And don't be confused, not worrying about too much doesn't mean you don't worry at all. We have to learn how to give the right importance to everything and every situation. It may be difficult for us to make this change because we were taught not to change things but to face them and fight them, as when we were children and we were forced to eat vegetables, even though we didn't like them.

All of these concerns about each other's attitudes, about situations that we cannot change, and an endless stream of things only affect us negatively and can be detrimental to our mental stability and even to our physical health.

Have you thought if there is anything you want to change in your life? Do you think you are better just accepting and holding on, rather than trying to change it?

The second piece of advice to achieve that change is that you choose the right direction, the one where you are feeling good about yourself; that path in which you feel a balance of comforting forces. If you want to achieve that, you will probably have to change what you do or how you do it. To change the aspects that no longer satisfy us, we will have to free ourselves first from the fear of change and thus walk towards our goal.

If you don't change, the changes will catch up with you all of a sudden. Life is constantly evolving, even if we don't realize it. There will be changes that you won't be able to control, you won't have any choice, they just come and you have to accept them.

Do you remember that saying, *"better the devil you know than the devil you don't"*? It is the people who manage to overcome the fear of that statement who dared to cross the sea of the unknown and managed to get on the other side. It is those who made significant changes in their lives. Even though

they were full of fear of getting their act wrong at first and didn't believe in their decision, they nevertheless took a chance and jumped into the water of change.

Do you really want to continue suffering in the situation you are in? The Bible itself reflects on one of its passages that "the best is yet to come." You must let the unknown give you a boost because it is the same thing that stops you, think something better awaits you.

Do not hurry. Running through life never brought anything good to anyone. You have already stepped out of your comfort zone; having overcome that fear will have been difficult for you, so now don't deepen the pain by wanting to solve everything quickly. Give yourself enough time to accept the new changes. Make friends with your fears. It is something you are going to live with and it is going to be constantly present, so it is better to accept it. We must acknowledge that fear exists, but for no reason let it has more power than it really has. You must be brave and firm to fight that.

Whatever happens, you have to accept it. If it was your choice to change, first of all, you must be proud of it; it is better to be active than passive to life. Don't forget to be wise and recognize that every choice has consequences, bad or good, and we must always accept them with our heads held high, satisfied that no matter what the outcome you get you dared to change.

Did you change anything in your life? Follow the recurring instruction that states: "Changing horizons, lifestyle, and atmosphere, is beneficial to health and intelligence." Our mind needs less than thirty days to generate a new habit, according to the latest studies on the subject. I think we should give at least three weeks to acquire some new habit, to change what we don't like, or to learn a new skill. Even to make an important decision.

If you give yourself that time, make sure that what you decide will not be a rash decision. This applies whether you are going to start the gym or start eating healthy, decide which career you are going to study, or quit smoking. The idea is to define one challenge at a time to make it easier. It is important to challenge one if you don't want to stagnate in life and improve yourself as a person.

Changing things we don't like may not even be the hardest thing, but continuing to live with them in the belief that we can't change them. Change to be happy.

6- TO FIGHT OR TO TAKE ADVANTAGE?

The art of persuading, debating, and reasoning different ideas is known as Dialectics. Heraclitus of Ephesus (535 to 475 BC) was a philosopher whose contributions represent the beginning of the most important philosophical thought of ancient Greece. He was the father of the dialectics in the West and the first to consider that the contradiction of things does not overturn them, but that it enhances them.

In life, there are situations where we do not know how to act, so there is a debate between accepting what happens or, on the contrary, avoiding it. Then, you ask yourself, “If I don’t want to accept anything, do I have to change it?” Like Heraclitus, it must be borne in mind that accepting things does not cancel or eliminate our need for change. After all, it was him that stated “there is nothing permanent except change.”

The situations that present us as new in life almost always take us by surprise. The first thing we have to do is learn to accept them. Acceptance is synonymous with recognition and to recognize is to examine, distinguish that situation or person by what it is actually.

How to find a solution to a problem if we don’t know what it is or where it comes from? If we want to seek a solution to a conflict, we must first face it, understand it, and then solve it.

Having said that, it is acceptance the most important thing we can state. That will be the first step for us to move towards change.

- By accepting things, are we settling?

Conformity means living in an unpleasant situation that is, resigning us to uncomfortable or difficult circumstances. If you settle for any situation, even if it is unpleasant to you, what you do is cause you suffering.

To accept one situation is to find balance, it is to respect and adapt to the environment looking for solutions and the positive side of the problem. It is seeing things as they are. When we accept it, we are actively being part of the situation that often results in the decision making that would lead to the possibility of change. Accepting first is always the answer.

- When we accept, we are learning to change

Accepting is to adapt as best we can to the situation that was presented to us.

When we are in difficult circumstances, the most important thing to learn is how to lead it in the best way possible. Even as we are distressed, we must learn to feel better and feel good about ourselves despite the difficulties.

We must have respect for the situation itself, for other people if it was them who caused it and for the decisions that led us there. To accept, one must be at peace with the past. I don't ask you to forgive, to anything or anyone, but to have respect. That will only generate positive attitudes, which will keep you strong to fight the circumstances.

When we understand the situation, from that perspective that acceptance provides us, and yet we are dissatisfied, then the following learning is manifested: the change decision.

Using the same example as before, with a partnership that goes wrong because the two parts are incompatible if the other person is already accepted, there is no disrespect and there is no attempt to change the other person.

When we make the decision to change, it is because we already accepted the situation and realized that this is not

the way we would like to live, and without trying to change the things over we have no control, we change the course of our lives ourselves.

7- RETURN TO BELIEVE

It is hard work to start over again! This is closely associated with our ability to believe in one and others. Relying again on someone who betrayed you, forgiving a person who stole everything you had from you, or having to give your support to someone who took advantage of your friendship and then discarded you; all these situations involve a mobilizing and sensitive process.

- Why do I have to believe again to start over?

Belief is essential in any area of our life. Can you imagine having the strength to get up again after the difficulties, without believing in yourself? That cannot happen because that way we could not move forward; we would lose strength even before we start trying. Believing in you is another way of saying that we have confidence. Confidence is the security we can have about something, and we often relate it to self-esteem. It is to believe that we are special and valuable people that we have a lot to offer to the world. It is self-assurance. Self-confidence also means that we are capable of going forward, no matter what situation we get in life. No matter why you are always going to be okay.

“Self-trust is the first secret of success”, Ralph Waldo Emerson.

I will give you a formula that, although not exclusive

or infallible, it worked with me. First, you have to take the first step, second, take the first step, and third, take the first step again. It happens that human will is fragile and although we have the possibility to do great things, the beginning is hard and we always seem to need a push. That is to believe in ourselves, in our knowledge and skills, in addition to the people who encourage us to believe that we can.

We were born with an unlimited belief capacity. When we were just kids and they asked us what we wanted to be when we were grown up, we had the feeling that nothing was impossible at that time. We also believed in magic, fairies, and monsters. I think we should be back as children and believe that everything is possible, believe that we have what it takes to be or do anything we want. After all, magic is to believe in oneself; if you can do that, you can make anything happen.

As human beings, it is sometimes easy for us to believe in others as if we were programmed to do so. Even for us who believe in God, to affirm the existence of a superior and omnipotent being without really palpable proof of its existence is a matter of faith in harmony with superior and profound beliefs. However, we have a much harder time believing in ourselves. I am talking about having that confidence that leads us to do incredible things. Believe that after failure we can rise again and succeed. That belief implies having an internal and external personal knowledge of who we are and thus, realizing that we were created with unmatched potential. Believing in oneself is the first step to build the future we want with the conviction that we are able to achieve it. We can call it self-esteem or self-confidence, but the reality is that they are powerful concepts from any field in which they are studied and they are always positive factors that have a positive force on us.

So, the first thing we need to do to start over again is to believe in us again, to believe in you.

- What can you do to believe in yourself? What do you need?

The answers to those questions are within you, within yourself. Having confidence in yourself is something you choose to do; it is a decision of your own. When you plant yourself in front of life after a difficulty, your position on it will be positive if you have sufficient self-confidence and that will help you grow more than the situation and thereby surpass you. Eventually, you will be able to strengthen your values and self-love.

Due to bad experiences, it is logical to have insecurities. In most cases, people who were exposed to suffering were not adequately supported, and that is how people who are sensitive to pain and fragile in the face of problems, people who stopped believing. To restore faith in ourselves, we can review some factors that will help us put things in perspective.

- Self-forgiveness

If you have ever failed to make a decision or offended someone else, you may feel responsible at this point, though we tend to become victims in any situation, even if we have a little bit of guilt. You need to accept that failure does not make you a bad person, and that also means recognizing that if someone else failed, it does not make them a bad person either. No one is perfect, starting with you. We all make mistakes and go through times when we don't do the best. Realizing that and accepting it serves us in this process of self-forgiveness. To be able to forgive, sometimes we have to leave the past behind us. Being aware of

our past is useful to some extent because it helps us remember what we did wrong, and if we learned the lesson, it prepares us for the future. However, living in the past takes us away from reality and the consciousness of the present. It is better to let go of the past, accept the mistakes that were made, but focus on the present, planning what we can do best in the future, to improve our lives.

Self-Acceptance

It consists of accepting oneself, acknowledging that we are valuable, worthy of being loved and respected even though we are not perfect. Believing in ourselves, and that we have no limitations that prevent us from fighting for what we want, is a great step towards high self-esteem. There is nothing more regrettable than not accepting oneself, not accepting one's own body, character, or personality. It is very common for us to constantly criticize ourselves, which is much more harmful than the criticism that comes from others.

We usually have a misconception of acceptance, we think it means denying or downplaying the bad or negative, but that is where we are wrong, because, as humans, we are full of flaws and imperfections. Self-acceptance means accepting that we have value as people in spite of our defects, without demanding perfection from ourselves or others; recognizing what our reality is and not wanting to change it for trivial reasons, trying to be happy every day with what we are and what we have.

On many occasions, we believe we are accepting a situation; however, what we actually do is to resign ourselves to it. When we accept a situation, we assume reality. The resignation will make us suffer, and we will continue to wait for the situation to change without anything of it. Thinking about the death of a

loved one and suffering for it, even to the point of feeling angry with life, not admitting it and wanting to change the situation are normal stages of grief, but if it becomes something lasting and present at every moment, it could become destructive. Accepting death means having to overcome grief. At some point in that process you will stop suffering; remembering will no longer hurt. That final stage of grief is normal and healthy; it is called acceptance.

Being proactive

Stephen Covey, author of the book “The Seven Habits of Highly Effective People”, says about proactivity: “It gives us the freedom to choose our response to environmental stimuli. It empowers us to respond in accordance with our principles and values. In essence, it is what makes us human and allows us to assert that we are the architects of our own destiny.”

Based on this concept, being proactive refers to the person who takes control of events rather than being a mere spectator who sees how things happen in their environment. It also connects with patience, as it involves making decisions and to do so by keeping a cool head analyzing the alternatives or options, acting proactively.

Faced with the difficulties of life, we can have a passive or active attitude. It is true that thoughts cloud our minds under pressure, but if we think clearly for a moment, we will realize that there may be one or more alternatives to getting out of a complicated situation.

- Self-care

It is said that the eyes are the windows to the soul, but I would add that physically we are also the reflection of our interior. Many people in delicate or stressful processes neglect

their physical health to the extent of attempting to harm them. Happiness is something we personally experience when everything is in order inside us, and being so, everything else tends to be fine. For example, when you are happy, you feel more motivated in your work or studies, you enjoy what you do, and your self-esteem looks elevated.

Taking care of you means abandoning sadness or seeing it from a different perspective, knowing that it will not be permanent and that it will pass. It is not a selfish attitude to want to be well, but a need to get ahead.

Below are some activities we can do to feel better about ourselves, to look after our interior as well as our exterior:

1. Have a personal cleaning day by day and whenever we see it convenient.
2. Feed us properly and balanced, with nutritious food that will provide us energy and keep our body and mind healthy.
3. Spend time with friends and family, do activities that clear our minds and provide us with entertainment.
4. Practicing some sports. Exercise and physical activities are magnificent antidepressants.
5. Do outdoor activities.
6. Nurture our brain by learning new skills and refreshing knowledge. Reading is an excellent way to achieve this.
7. Expand our horizons. Planning trips to other places we don't know to experience other environments and other cultures. It can be as close as the new museum you don't know in your city, or as far as another city or country.
8. Practice relaxation and meditation techniques.
9. Try to sleep enough. Both our body and mind need a break in order to function properly.

All these tips are just meant to help you go through any process you are living, to believe in yourself and your abilities again, and to show you that everything is possible. When you start believing in yourself, incredible things happen, a range of possibilities that you never thought possible are open up to you. You feel strong enough to overcome any obstacles on your path to success.

8- RESILIENCE

In times of difficulty, everything is usually reduced to two options, give up and feel that we have failed, or overcome and get stronger. The ability to overcome these periods of emotional pain and adverse situations, to flexibly take on and recover from boundary situations, is called resilience.

The concept of resilience is much more complicated than just thinking of someone who moves forward after going through a difficult situation. And it not only compromises an individual, but it is a condition that can refer to a family group, whole communities, or society in general. It comes from the Latin term *resilio*, which means to go back, to jump back, to stand out, and to bounce back. The term was adopted by social sciences and psychology, and it is also used to refer to people who, despite living through much suffering from some situation, can overcome it without being affected psychologically.

From the field of psychology we can prove something else: thanks to that quality, we can not only cope with crises but also emerge stronger. People who get over adversities go further and use these situations to grow, although the process takes a lot of time, effort, and involves people to take drastic actions in favor of the common welfare. An excellent example of a resilient society is the United States, specifically New York City, after the terrorist attacks of September 11, 2001. In an entire country, millions of people who were not directly affected had

to work to rebuild their lives, because after those events an environment of widespread panic and fear was created mixed with mistrust and anger, in the face of such a tragedy. However, the great impact on the population did not slow down the pace of daily life and they went ahead, despite all the pain.

- What does it mean to be a resilient person?

First of all, it is not something that is genetically transferred, which means that we are not born with that feature. In fact, we learn it throughout our lives, through behaviors and ways of thinking that translate into our experiences. The opposite of being resilient is not being insensitive to negative emotions, such as pain or fear in the face of adversity; it is, however, having those emotions, but still managing to overcome those events and adapt to new circumstances much better than many people. Someone who is resilient is realistic, knows how to accept things as they are. This person believes strongly in the meaning of life. And, above all, has an inflexible and almost unalterable capacity to want to improve.

- Are you a resilient person?

I think everyone would love to be resilient. But unfortunately, not everyone has the abilities that distinguish these kinds of people. Don't misinterpret me, they are normal people like you and me, but they went through life experiences that made them more tolerable to handle difficult situations. Remember, we are not born resilient, but we are acquiring this capacity. These are aspects that we can develop and are not exclusive to a group of people. Perhaps some can exercise it in a more natural way, but it can also be learned and practiced, and we can make it part of our way of thinking, thus, increase our

capacity to overcome difficulties.

- Believe in yourself

Faced with difficult events, our bodies are in a state of stress. However, self-esteem has proven to play a substantial role in reducing stress levels. Become a safer person from your skills and strengths. Be positive and convince yourself that you can overcome any situation you want.

- Discover your purpose

We dedicated a chapter to this topic and I hope that with our help you will be closer to finding your purpose if you did not have one. You know how important it is. That motivation that lets us know what we want for our life plays a fundamental role and helps us face a tragedy or a bad time.

- Relations of affection and support

Friendly relationships, family, or romantic relationships can create an environment of trust and love and become a major factor that helps people through difficult times.

- Saying yes to change

It may be that changes generate some discomfort in some people, and as mentioned above, all that involves changes is normal to want to avoid it. But these should be seen as a good thing for us, as opportunities for growth. Anyone who manages to have a vision of change is able to deal with life surprises with an openly positive attitude, and this is reflected with optimism and hope, and eventually, in concrete terms. Here is a clear example, in the Japanese language; the word crisis does not exist. This word is composed of two symbols, the first one means danger

and the second opportunity. In this way, they always try to seek chances in the face of any negative situation, despite the danger that might be represented in fears, as well as in our culture.

Every day, we must remember that we are beings endowed with intelligence that can be used to seek solutions and alternatives to problems, to analyze situations, and to find possibilities.

PART 2
NO FEAR OF FAILURE

*If you don't try for fear of failure, it is
like suicide for fear of death.
(Anonymous)*

1- THE FEAR

In another book of my authorship, which I called “No Fear of Failing”, I expressed that fear is a characteristic of human nature; therefore, we all feel fear at some point in our lives.

Everyone, at some time, feels fear of being forgotten, fear of losing a partner, fear or phobia of cockroaches or snakes, fear of death, and fear of the future.

In the face of human curiosity about the unknown, the following questions arise: What is the source of our fears? Can we beat them? How?

We could say that fear is an emotion we feel at a certain moment, it materializes and can present itself in physical and psychological forms such as sweat, nervousness, anxiety; or manifest itself through doubt, worry, affliction, headache, and, in extreme cases in hypochondriasis, (hypochondria usually appears during adulthood, its symptoms include intense and prolonged fear of serious illness and concern that minor symptoms indicate something serious.)

Fears, from my point of view, are simple defense mechanisms that trigger when we perceive that we are facing a danger that can affect us, whether physical, mental or imaginary (as most of the time).

The origin of fear could be studied from different approaches. From psychology, its origin could be in an emotional

state that generates all kinds of sensations physically materialized. From biology, its origin could be an alert triggered by certain hazards, as a means of survival. Lastly, from a social approach, as a different way in which we generate a reaction to circumstances lived in the process of integration into society.

According to some experts, fear can be seen from two sides: fear of real dangers, such as an earthquake, a deadly disease or an accident; and fear of imaginary dangers that result from assumptions, fear of being assaulted, fear of darkness, or fear of loneliness. Other specialists dare to say that fear is in our genome. Even if scientists have not determined where it is specifically, or if it is a verifiable claim, but if true, someone would have already figured out how to modify it to avoid the fear of different circumstances. After all, who likes to live in fear?

If we relate this concept of fear to everything we have talked about before, we will see how those difficulties we experience in life unleash fear in us. It can be fear of a particular situation, fear of getting up again, fear of trying again, fear of giving back love, fear of believing in people, and fear of having goals that are oriented towards an unknown future. Many times we are not even aware of this. So if we don't even know that we are suffering from fear, it is difficult to think about how to overcome it.

The first thing is to learn to understand ourselves, to get to that point when we can comprehend what we feel to be able to identify it. We need to give ourselves the opportunity to live these emotions in order to understand them, and thereby control them. The only way to win is to know what we are fighting with, and then, like a flame, to take off all the fuel to keep it from

burning; being all our thoughts and insecurities the fuel.

Fear is present in our lives for a fundamental reason; it is an instinct of survival. If we felt absolutely no fear, our life would be in danger all the time. Thus, fear is the one that warns that something bad can happen before it happens, and thus gives us time to prevent it.

If we compare ourselves to animals, they are much more ingrained in fear than we are. Fear in them may come to control their life and death, but they are much more intuitive than us. When an animal is afraid, it usually attacks or runs away, always showing an instinct for maximum survival. Even though we share the same instinct with animals, the difference is that for them the act of being afraid and reacting to it happens only at certain times and that one is the reaction of another. On the other hand, we humans are completely ahead of those “dangerous” events that would be the cause of our fear.

It is in that difference, that we are concerned about things that haven’t happened yet, where most of our problems lie. Because of the time we spend worrying, being scared by things that are only in our imagination, and being full of negative emotions, we have surely considered fearing the wrong way. Let us think that fear is like a huge door between us and our goals, whose key has been lost and we, too blinded by our fears, do not even know where to look for it. Just as it is natural to be afraid of the unknown and what we cannot see, so is the fear of failure and of being hurt physically, intellectually, or emotionally. In fact, a study by mental-health professionals shows that in our brain fear is perceived as physical pain.

Knowing this, I would like to start this next part on a positive note, showing you several examples of ordinary people, who, despite failing, were able to overcome their fears to start again, they were able to see tragedies as new opportunities and chose a different direction that turned them into extraordinary people.

2- TO FAIL IN ORDER TO SUCCEED

These normal people like you and me, managed to overcome adversities and turned a terrible failure into world-changing action. Failure is not the opposite of success, nor is it something we should evade because in life it is going to happen at some point, we can fail at any time. The key is to see it as a small drawback on the long road to our goals. Also, as we have already mentioned, the important thing is how we react and what we learn from it.

We will analyze the stories of these entrepreneurs, to serve as an example and inspiration. Although all of these stories end in success, I don't think of it as the most important thing, but as the way, they handled the situation, how they struggled and yet never stopped until their purpose was fulfilled.

Jan Koum

Did you hear this name before? Probably not, but what he created is surely something you use every day.

Jan Koum is an entrepreneur and programmer of Ukrainian-American origin. When he was sixteen, he, his mother, and his grandmother immigrated to Mountain View, California, USA; where they lived in a small two-bedroom apartment that the family got through a social assistance program. At that time, his mother worked as a babysitter while he was a cleaner at a

supermarket.

Two years after arriving in the United States, he began to be interested in programming. While working part-time as a security employee at a company, he enrolled at San Jose State University, in California. In 1997, Yahoo hired him as an infrastructure engineer and worked there for almost 10 years. At the time, he went on to apply for a job on Facebook but it was denied.

In January 2009 he bought an iPhone and then realized that the App Store was about to spawn an unprecedented new industry. He met with two friends who later ended up being his partners, and in the kitchen of one of them, they discussed for hours the idea of a new application.

Koum chose the name WhatsApp because it sounds so much like “what’s up”. So, he picked it almost immediately. A week later, on the same date as his birthday, February 24, 2009, WhatsApp Inc. was inaugurated in California, United States.

The app became popular in a very short time, and the company that had once denied Koum a job was now interested in him and its application. Facebook founder Mark Zuckerberg contacted him in 2012 for the first time, but by February 2014 Zuckerberg had already proposed a deal to link WhatsApp to Facebook’s monopoly. Ten days later, the purchase of WhatsApp for \$19 billion was formally announced.

Walt Disney and Walt Disney Company

This is a name that we all know very well. But do you know how Walt Disney built the largest entertainment empire? Did you know that one of the most creative geniuses of the

20th century was fired from a newspaper because he had no creativity?

Before his surname reached every corner of the world, Walt was a man of poor origin, his mother was a schoolteacher, and his father was a farmer from Illinois. Seeking opportunities, he moved to the city of Los Angeles, with only \$40 in his pocket and a mind full of ideas.

He started his career in Kansas City doing newspapers and magazine advertisements. With the help of his brother that worked in a bank, he managed to position himself in an advertising agency. At that time, he met Ub Iwerks, a local artist, with whom he would found his first company, but due to lack of work, it went bankrupt soon after it was founded. However, the talent of these two friends was undeniable, and soon they got the attention of a larger company. That's where young Disney learned about the newly emerging animation technique, where a series of still images took on a new dimension by filming themselves in sequence to create the illusion that they were moving.

Years later, Disney would try again to found a company called Laugh-O-Gram Films, Inc. This time, he was able to innovate in the animation industry, but the production costs exceeded the revenue they provided, and neither could this company thrive.

In the 1920s, desperate for the success that kept slipping away from his hands, he sold everything he had in Kansas City and bought a train ticket to Los Angeles, California; to create a company that was closer to movie stars. That was the time when he considered abandoning animation and dedicating himself to the productions of films with real actors.

To his bad luck, the film world also did not smile at the entrepreneur, who decided to return to the world of animation and try luck once again with a short film that he had produced some time ago, *Alice in Wonderland*.

Later, with the help of his brother Roy as his first financial manager and Ub Iwerks as his lead artist, the firm we know today as the owner of Marvel Entertainment, Disney Brothers Studio would be born.

Although he began to gain respect in Hollywood, it would not be all easy from then on. It had to go through countless problems for Iwerks to come up with the idea of creating an animated short with the most famous mouse in the world, in 1928. However, that animation didn't have the expected success either, but it served as the basis for the later creation of *Steamboat Willie*, which was the first success in the history of the company.

From that moment on, the rest was history. The tireless work of Walt Disney, Iwerks, and the company that for decades struggled to make their way into a highly competitive world, where they were not only creating new things but innovating in all areas of film; it finally yielded results, and to this day they continue to make a difference in the historical development of film experiences and the development of innovative technologies.

Carolina Herrera

According to *The New York Times*, this well-known name in the fashion world has so far billed more than \$1 billion through its brand.

The story of this entrepreneurial woman is the best example that it is never too late to follow dreams.

She was born in Caracas, Venezuela, and unlike the previous personalities, she comes from an affluent family accustomed to parties and galas. She married for the first time at the age of 18, but to her misfortune, it was an unhappy marriage that left her two daughters and scandalous divorce. In 1969, she married a Venezuelan aristocrat, Reinaldo Herrera, whose famous last name came from.

She was educated to be at home and was happy with that existence until at age 42 she felt the need to do something. She says it was something she had hidden inside.

Once, when a journalist questioned her about her past, she was asked if it was not just a whim of an unemployed lady. She answered: "They thought so. They said I will get bored. And I've been in this industry for 35 years and you have to work at least 12 hours a day. It's a very hard job."

The turning point came when in 1980 she told her mentor that she wanted to make prints for fabrics. The mentor said, "What a bore! Stop with the silly stuff. Why don't you design a fashion collection?" And that was where it all started.

She always emphasizes how lucky she was to have people who supported her when she decided to continue on that path. When overnight she became a designer, without having attended any school, or having any previous studies. Carolina Herrera has an instinct and a sense of proportions, colors, and shapes, which cannot be learned. Fashion is to please the eye and she has an eye for fashion. And in that field of business, it is more important to have the ideas and the instinct, than to have experience.

Regardless of her socioeconomic level, the way she was educated, and having monetary needs at all; one day she woke up with a dream where she combined her skills with something she really loved, fashion. Only very brave people dare to take the leap regardless of how old they are or what their friends and family will say. Without a doubt, she is an inspiring woman who with everything she does or says, you realize the unbreakable will power she has. She herself says, “It’s not that I’m a tough person, it’s just that I never give up”.

Ruth Handler

The story of this woman is as interesting as it is motivating. She was one of the few women in the mid-20th century who run a large company. She raised an empire known as Mattel, in a man-dominated world in the 1960s.

This is the story of the emblematic Barbie doll, which is not exactly pink. Although it would revolutionize the toy industry in the United States and break the entertaining taboos by allowing girls to fantasize about adulthood, thanks to the concept of the new doll she created, Ruth Handler had a painful path, where her success was overshadowed by many difficulties and an arduous battle over breast cancer.

Whether we like the concept of Barbie dolls for play or not, this cannot obscure the inspiring human struggle of its creator, entrepreneur, and a great visionary.

Ruth’s parents emigrated from Poland to the United States, where she was born in 1916 in Colorado. She was the youngest of ten children of the Mosco family. Her mother died when she was a girl and was kept under the care of her sister who

had just gotten married. But what was undoubtedly a tragedy, it positively shaped the entrepreneurial spirit of the little girl, because she learned how to work in the business that her sister's family had and embraced her virtues.

In 1938, she married Elliot Handler, who would be her partner for more than 60 years. The couple had a precarious economic situation while living in a room above a Chinese laundry. In spite of the circumstances, they worked with wisely in the craft business, where Elliot created gift items that Ruth sold.

With hard work, they overcame each day, until they were able to form their first company with another partner called Harold Mattson. It was their two names, which gave Ruth the inspiration for the name of the Toy Company Mattel. A curious fact is that before the creation of the Barbie doll, Mattel made photo frames and dollhouses.

On a trip to Switzerland, the Handler future changed forever, when Ruth discovered a peculiar, small-sized mannequin she had never seen before. It was a 10 inches figure with silky hair that was sold as an item for adults. Its name was Lily and made her think of a new business opportunity.

By that time, the couple had a daughter named Barbara, who like many girls her age, played at fantasizing about what they wanted to be as adults. Barbara recreated life games, created stories for the men and women she saw in magazines and newspapers, which later became characters in her games.

As is often the case with big ideas, they become the solution to a problem of the daily life of the entrepreneur who carries them out. And also, as is often the case with what

is new and innovative, it is not exempt from obstacles in its development. Mattel's designers rejected the idea, alluding that the very adult aesthetics of the dolls would not succeed. They clung to the premise that girls dreamed of being moms, so the safe market should continue with the manufacture of small plastic strollers, bottles, and babies.

Despite the lack of confidence and criticism, the Handlers presented the new Barbie doll at the New York Toy Fair in 1959, and it was a huge success.

Still, things were complicated, it was not enough to have a consolidated company on the US market, and criticism flowed from all directions for daring to break with what was considered the normal toy market until then, in addition to being a female owner and business leader.

The success of Barbie's creator served as the basis for corporate feminism, and while being a woman would imply a wall in her career, she was never intimidated into that reality where until that time men were in charge of the business world.

Three years after Barbie's launch, they failed to meet demand in US toys. Although they managed to consolidate their business as one of the biggest companies in the industry since the 1960s, in Ruth's personal life there were serious problems that could well ruin her career and end her life.

In 1970, she had to undergo a mastectomy after breast cancer was detected. Neither the disease nor the depression could stop her creative initiative; hence this inspired her to help other women. This is the achievement few know about, but it is the most significant in Ruth's life. In an interview, she revealed how cancer had destroyed her self-confidence and how her own

image was broken into pieces since the most important thing for her was to keep her femininity in a world of men.

In this way, the creator of the Barbie doll created the first breast prosthesis so that all these affected women could feel better about themselves, despite the trauma involved in the removal of a breast.

Ruth was a brave woman who never bowed to the critics and adversities of life. She always fought for her goals with her head held high and she became an inspiration for many entrepreneurs today.

3- FEAR OF FAILURE

I would dare say that one of the fears that limit us most as human beings is the fear of failure; it can become a very powerful force, and also one of the most well-known ways that unleash our anxiety. In a few words, it is something that we can carry all our lives, relentlessly.

Although it is normal to have fears, what is truly worrisome is what that fear generates in our bodies. When we are afraid to fail in some areas of our lives, it can be at school or work, in an exam, or in a conference; we release a lot of stress into our body that makes us start feeling all kinds of negative emotions. This results in us not being able to function properly, and in turn, leads to a state of suffering.

Believe it or not, according to the Diagnostic and Statistical Manual of Mental Disorders (DSM), one in twelve school-aged children is afraid of failure, and in high school, the same is true for 10 to 20% of young people.

What makes it so common is that it is not an isolated difficulty, but that it is part and nurtured from social or generalized anxiety, especially in the globalized society we live in today, and where we can see and know someone else on the other side of the world and therefore compare ourselves with them. Human beings always lived in crisis, but even more today because we live in one of the most complicated societies ever seen.

Today's world has redefined the ideas we have about success and failure. We come to judge harshly, to judge ourselves and others, according to the ideas that society had established.

We become demanding judges when it comes to assessing success. When someone succeeds, we clap and envy them. When a person fails, we elude them and inspire us pity.

So what does it really mean to fail? Well, I will tell you what it does not mean: failure does not mean that you are a loser; it means that you have not yet succeeded.

My intention in showing you all these examples of extraordinary people is that you see failure as an opportunity to think, value, and reward. All the people who have ever achieved something meaningful first had a path of failures, big or small, that they had to go through.

According to Elbert Hubbard, "the greatest mistake you can make in life is, continually fearing that you will make one". In this sentence, the writer expresses one of the biggest obstacles that people often face in life: the fear of making a mistake. To explain this concept, we need to look at the problem back and forth. Failure is basically the prospect of an unfavorable outcome, which influences people to stop acting in the first place. The vision of a possible failure generates emotions that condition our willingness to meet the goals we set ourselves and leads us to believe that we are no longer able to take on any project, fearing the possibility of failure.

For some specialists in the field, the fear of failure is conditioned by factors such as:

a) The way we deduce and interpret a situation.

It is normal to think before we act, in fact, it is one of the most recommended things to avoid making mistakes. But it may be that driven by our fear, we make an exaggerated assessment of the situation, and consequently, end up avoiding it altogether because we consider that there is far too much risk and that we are not in a position to face it. When all this is, possibly, just an excess of stress that makes us see everything as over-dimensioned, as all is more serious than it really is.

b) What we think in advance about possible consequences.

The same conditions that we explained earlier, but this time applied also to the consequences of actions that we have not yet carried out. We go one step further and determine the possible scenario of failure, amplifying in our mind the results, without realizing that those negative thoughts are predisposing the situation. It is like the popular saying, “Think wrong and be right”.

c) The expectations we have of ourselves from the outcome we get.

We think that success or failure will define us as people. But don't forget that having a failure doesn't make you a failure, and likewise, having success in life doesn't necessarily make you a successful person in every other way.

Some people try hard to define the concepts of failure and error, but it depends a lot on who you ask because these concepts may mean the same thing to them or maybe different.

Personally, I don't think this is very important, but what these concepts mean to us. We all make mistakes and it is normal because it is part of the learning process. Trial and error, it is the most effective way to learn. We simply make mistakes in order to learn.

The way I would define failure is to make a mistake a second time, because that already involves other factors, such as being ignorant or not being interested in our mistakes. And more definitely, failure is losing hope of being able to face a goal. I always thought that to win in some aspect of life, you have to handle the fear of failure, intelligently. Knowing it intimately, recognizing its strengths and weaknesses, so that you can use that to defeat it in battle.

That is why I consider it important to know what feeds these fears inside us so that we can then understand how to overcome them. This fuel that feeds our fear can be complex and different for each of us, but if we could group them in one place, we would have what I will explain below.

Need for approval

We are social beings by nature and it is normal to have the need to feel valued by others, especially those close to us. But that need for approval becomes harmful when we depend on the acceptance of others to feel good, to make decisions, or to simply be happy.

A persistent search for recognition from others will not lead to anything good but rather can cause much unhappiness and suffering. It is one thing to take into accounts the opinions and advice of others, but when we give it too much importance,

it can lead us to a scenario where we simply stop venturing into situations that involve the possibility of negative criticism.

The opinion of no one should take away from us, not even for a second, the possibility of experiencing situations, although we may end up having negative results. In the end, they are our failures and our mistakes, and they are in our way just to be lived.

Do not adapt expectations

Expectations are a double-edged sword that we have to learn in order to manage. They can be the stimulus we need to help us move forward, but they can also become the perfect trigger for personal disappointment.

Sometimes we cannot avoid creating too many expectations and we feel obliged to be perfect, to seek perfection, to have to reach great goals, and forget about being realistic because that can lead to a very big disappointment. It is alright to try to reach the stars, but keep in mind that the higher you climb, the hardest you fall if you make a mistake.

We have to maintain a healthy balance between being a bit selfish, and wanting to achieve our goals, and being humble at the same time, to know that we have limitations, and that is okay. Humility is the key to unrealistic expectations. Staying humble in life will prevent us from cultivating excessive pride. The pressure we can put on ourselves in the pursuit of very high expectations, makes us forget the importance of small achievements and small victories, which are equally satisfying.

Self-criticism excess and the burden of blame

When we are mistaken we tend to look for a culprit, but many times that culprit is ourselves. We can be cruel people. How angry would you be if someone accidentally crashed into your car? Can you imagine all the things you could say in a burst of anger? Imagine now that it was your fault, would you be kind enough to admit that it was an accident?

The sense of guilt we may feel against ourselves is out of proportion. Just focusing on the mistakes we make and the negative criticisms we give ourselves creates insecurity and negative feelings. These emotions exhaust us, condition our performance, and the way we face future projects.

Be kind to yourself, even nicer than you can be to others. We are all sensitive people inside, who need to be treated with respect and consideration.

Perfectionism

Although it sounds paradoxical, perfectionism is rarely perfect. It involves many more drawbacks than advantages for physical and mental health.

Perfectionists usually lack confidence and security; they can also be rigid in their thinking and very critical of themselves. Their high standards of life mean that when they do not know how to handle it properly, they are subject to high levels of anxiety and stress.

It might seem that by adopting a perfectionist mentality we could achieve more and be more successful, but excessive perfectionism can cause quite the opposite. Wanting to achieve perfect results will lead us to never be satisfied with what we

have accomplished.

Low self-confidence

Mistrust is a negative emotion, which leads to a lack of security about the actions and attitudes a person may have. Low self-confidence predisposes people to negative thoughts. Not having confidence in our abilities generates the need to avoid situations, instead of facing them and solving problems.

Focus on results only

In life projects, the really important things are sometimes difficult to identify. This creates a risk of valuing those projects with inadequate principles. It is not about the prize, or about what is waiting for you at the top of a mountain, it is about the experiences and what you learned on that climb. It is not about the results, it is more important the process. There will always be more mountains we want to climb, new goals and challenges. That satisfaction that comes from reaching a goal is much sweeter when in the process we suffer and cry when we know the suffering for the sake of reaching what we want most.

The important thing is to have guided our effort correctly, to have learned from the experience and the process.

Low frustration tolerance

To control our emotions is something we could try to do all our lives and never get to be an expert.

People with low frustration tolerance are sensitive to anything that is unpleasant to them. They do not tolerate discomfort, setbacks, obstacles, or problems.

Everyone at some point can be a victim of frustration, it is normal and there is nothing wrong with it, as long as we have some control over that emotion and do not succumb to it.

The way in which we manage our emotions when things don't go well and accept the less pleasant emotions is fundamental to keeping us in the project and not giving up in the face of the first difficulties.

4- FAILURE AS FUEL

Just as we create fear, we can also fight it. The solution is up to us and only we can do something about it. Failure is going to be a constant in our lives whenever we want to start a new project or make a decision. Entrepreneurs, in particular, must learn to take risks and deal with this constant possibility of failure.

We cannot snap our fingers and make the fear go away because it is an emotion, and just as you cannot suppress your personality or change the color of your eyes, we cannot eliminate our emotions. But we can overcome them, or at least learn to handle them in our favor. To be as brave as when we were children who gradually stopped fearing the darkness.

There is an exercise we can do to help us manage this condition in any situation we find ourselves in. This technique helps us to think and analyze before we act, not in the way we would normally do, but with specific strategies that guide our thoughts to make them more logical. The vast majority of the frustration we feel mentally comes from this imaginary fear of failure. I mean imaginary because they are potential, they can happen or not; even if they were impossible events, they remain a factor that increases our anguish. The key is to exaggerate this fear, think about the most tragic thing that can happen in that situation, the worst-case scenario that you can imagine. Once

you have that, what remains to be done is to relax, to calm that latent fear and then, to take action.

For Instance, imagine that you feel dissatisfied with your current job and you have thought about looking for something new; although you don't encourage yourself to sign up for jobs or even update your curriculum. Then, you realize it is just fear, disguised in some excuse like lack of time or lack of will. What I advise you to do is ask yourself a few questions. I should clarify that I will answer those questions, so you can see the purpose of the exercise.

- What exactly are you afraid of?

Not be able to find anything better than what I already have.

- What would be the bad thing about looking for a new job?

Not be able to find anything I like

- What is the worst picture?

To find something I like, but because I don't have enough experience, they don't consider me. To be fired from my current job and no longer have anything.

Whether you have been doing well in your current job so far, aspiring to a new one that is not related to the old one can cause you to lose it. If you have confidence in you and your skills, you will apply for options that are appropriate to your level of professionalism. When applying to new offers do not forget to be realistic and do not let your ego makes you vain. If you really want a new job, but don't go out and find it, the worst thing

that can happen is that you are still dissatisfied with the one you already have. So, why don't you dare?

Once we put our deepest fears into words, we can begin to analyze them point by point and that will help us make plans to be able to face even the worst, and in this way, as we have a plan of action, we will also be able to relax in the presence of that fear that was hindering us.

You can practice this exercise whenever you need to make a difficult decision because when you verbalize or write, everything looks more logical and makes more sense.

Now let us talk about a series of practical advice that help you handle the fear of failure and more.

Planning and strategy

These two words always make me think about war movies, missions, and soldiers. Thus, what is our life if not small battles that we wage every day against others, against ourselves and our fears? As if we were on the front line of a battle, we have to prepare for everything.

Benjamin Franklin, one of the Founding Fathers of the United States, once said "if you fail to plan, you are planning to fail".

Planning is to anticipate events, but it is also to locate where we are and know where we want to go. When we strategically plan, we can know where we need to focus all our resources and efforts to achieve what we want. As when we had to take an exam at school and we studied days before, we felt confident about our knowledge and were not afraid to take it. This is what happens when we prepare ourselves in advance,

we are ready to confront anything; and if we have planned strategies that help us in our mission, we will feel more secure and confident that we can handle any eventuality and that would give us enough security to do so.

Define realistic and achievable goals

Can you imagine trying to achieve something in the long term, without having small objectives or goals along the way? Those small steps are what help us and leave a feeling that no matter how long it takes us to reach our final goal we keep moving forward.

Some dreams and aims are too big, not to be fulfilled, but to be approached as one single piece; it is like a jigsaw puzzle that needs us to put piece by piece in its place, in order to visualize the whole picture. This is how the objectives we set for ourselves in relation to our final goal work.

In a more precise definition, the goal is the ultimate result to be achieved, while the objective is the step to be taken in order to reach it.

It is very important that when we set targets these should be realistic. We have to be aware of our capabilities and adapt those objectives to them and to all the external factors that are going to influence our attempt to reach our final goal. We are unnecessarily harming ourselves by setting objectives that we are unable to achieve because when we fail, we are filled with insecurity about what we are doing.

Our minds constantly need confirmation that we are on the right track. The short-term and medium-term objectives are designed to maintain the “illusion” that we need to keep moving

forward.

Consider failure as an opportunity to learn

Surely, you are wondering why this statement is so important and why we do not stop mentioning it. Sometimes we need to hear something many times for our brain to process it and start believing in it. The key is to learn from our mistakes. When we change our mind and see our mistakes and failures as opportunities, they are no longer the same.

Listen and repeat: “you learn a lot more from mistakes than from successes”. Value all the knowledge and experience you have acquired and use it always. It’s a process where you can prove to yourself that even if you stumble, you have the ability to get up and keep going.

There is no failure if you tried it

Do you remember listening to this phrase in your childhood? “The most important thing is not to win but to take part”; the reason for this is that not everything in life is about winning. Trying as hard as we can is just as enjoyable.

It should always be applauded as an achievement when we face our fears, whatever the outcome.

No errors, only results

The important thing is to have a broad view of the results since the errors are the pieces that make it up. When these mistakes happen, you need to identify them, understand them and not commit them again; then move on.

When the planned is not yielding the expected results,

we should not classify it as a failure without first trying to change the strategy because the one we were using does not work anymore. And if this new strategy doesn't work, then we change the plan.

Do not say “I can’t”

Facundo Cabral, an Argentinian singer, and philosopher used to say: “Don’t say I can’t, not even as a joke, since our unconscious has no sense of humor it will take it seriously and will remind you of it every time you try”.

Sentences like “I can’t”, “this is not my thing” or “I’m not doing it right” stay in our thoughts and prejudice us, most of the time without us realizing it. Think logically and above all trust you. Be confident you have enough to cope with what is presented to you. Trust the process and as soon as you decide to try it, you will find all the information you need about the best way to achieve it.

Sometimes, there will be people who will say negative comments, who will make us believe that we are not enough, that we cannot make it. Since we cannot change or decide what others say, in these cases the best thing we can do is to walk away and ignore them; turn around and say, “Look how I can do it”.

Do not demand a perfect result

We have already talked about perfectionism, so you know about this point. No one is perfect, therefore, we do not do perfect things. I find it curious that we tend to forget this very important part. No one is an expert in everything and there will

always be someone who does certain things better than we do. Then why not take that burden of perfection off our shoulders from the beginning, and just seek to do the best job we can or are capable of doing? Don't be confused with the fact that not pursuing perfectionism is settling. Everything that goes well is not necessarily because it is perfect.

The important thing is not to do everything at the first time

In life, it happens exactly the opposite way. When we try a new recipe we will probably do much better the second or even the third time we try it. We are not experts in any field since we were born and the only way to improve is by practicing. The most important thing is to have the ability to try as many times as necessary, being careful not to let the frustration be stronger than our desire to succeed.

Errors and failure are elements without which we could not achieve success. Humanity's greatest achievements only came from mistakes, from neglect and failure. A great example of this is how the most popular drink in history was discovered. In 1886, when John Pemberton, an American pharmacist, was looking for a remedy to relieve headaches by experimenting with two ingredients, coca leaf and nut extract, his assistant accidentally added carbonated water to the mixture and thus Coca-Cola was born.

We also have as an example the story of Thomas Edison, who took more than a thousand attempts to create the light bulb we know today. Since he was a child, he heard that he was not able to learn a thing; not to mention that he was fired from

at least two jobs for being unproductive. He was once asked if he was not discouraged after so many failures and he answered: "I have not failed. I've just found 10,000 ways that won't work." So he became one of the most important scientists and inventors in history, and thanks to him we have things like the phonograph, the cinematograph, among many other things.

When we learn to take advantage of the unexpected and control our fear of failure, we will be able to undertake any project we set out to do, and we will have incredible skills for life that will help us in all situations and make us better people.

5- CONGRATULATIONS, YOU FAILED!

I expect that by this time, you will be one of those people who will not be afraid to start or try something new for fear of failure, there are already too many people like that in the world, and I trust that you now have sufficient understanding of the tools and advice to feel confident that you will be able to handle any circumstance, even failure.

We talk a lot and think all the time about achieving success. Now we've learned that failure is so important and that your ability to resist or use it to your advantage is what will lead you to succeed.

Do you know then what happens when after failure you finally reach your goal? When do you finally reach success? What is success really? Well, let me tell you, it is a very relative concept.

Sometimes, no matter how hard we struggle to succeed, when we finally do, we find that we may not gain anything. As they say, "early birds don't always get the worm."

You may achieve success, but success is only such if you know what it is and when you know why you are pursuing it for. We have to ask ourselves then: Are we talking about a mood? Is this a reward? Is it our purpose? Is it unique and concrete?

Both failure and success are very subjective. Today's society has general standards when it comes to these concepts, and when we talk about success in life, it is associated with having won and getting recognition, but it is not always that way. In our day to day lives, success or winning can mean many other

things depending on how you look at it. For one person, being successful may mean finally having eaten that chocolate cake, while for another; it may mean a great triumph not to have eaten it. Likewise, being promoted in your work or receiving a salary increase can be a great victory, but for someone else to give up that same job would mean having won a battle. Also, saying “I love you”, or “I don’t love you” can be a triumph for someone. Overcoming fear of some animal, having tasted that fruit you don’t like, and even giving up, can sometimes be a victory. For this reason, it is important to define then what success is and what it means for us, why we seek it, and why we need it.

According to Winston Churchill, “Success consists of going from failure to failure without loss of enthusiasm.” This was said by a man who was not very successful at the beginning of his life, or at the positions he held, nor academically; but thanks to his leadership, he was a transcendental figure during World War II.

The society in which we live, and the culture of the time, have a very high standard for what is considered to be successful. We should start by asking ourselves what success by these standards is. It could be seen as synonymous with a triumph visible to others that can be applauded, which leaves out the ideas that it may also be perceived as something more personal.

Collective thinking predisposes us to think that being successful is achieving high recognition, which leads us to more power and influence. That is why successful people are often well-recognized and a point of reference for many people. This happens because, from a young age, we are under the influence of the concept that if we win and we are the best, we will have everything that we want. They assure us that, by being successful we will get not only recognition from everyone, but also acclaim, influence, power, or money. In summary, all the things that according to television, social networks, and our environment

in general, say that this is what we have to work for. They even tell us that by achieving the success we will have happiness and spiritual fulfillment.

Unfortunately or luckily, things do not work that way, and those people who are relentlessly looking for success to be happy or they believe that having it all will give them that happiness, stay with empty promises and false expectations. It may be that in our race to succeed, we may forget the most important things, like the beautiful road we are on. We focus so much on the goal and that purpose, that we become blind to look around us and enjoy what we have in that moment in front of us.

Imagine two adult men, each of them sitting in the garden of their respective beach houses, who acquired with great effort and hard work, to be able to enjoy in their retirement age. Both have very stable lives, a family where they feel loved, and both feel that they are happy and have achieved their dreams. One of them gets up every morning and while he's having a coffee, thinks about how happy he is because he owns the house he always wanted, his children are all successful and his grandchildren are doing well in college, he has the person he loves next to him and yearns he never lacks; and above all, he always remembers all the failures he had to go through to get there. The other man gets up every morning and thanks for having next to him the person he loves, his children and grandchildren enjoy good health and live the life they have; and as he sips his coffee, he only admires the beauty of the sea and the sky beyond his window.

Which man do you think is happier, the man who constantly thinks of how happy he is, or the one who only admires the beauty of the landscape?

When we think about success, we are unconsciously looking for something bigger; we are looking to be happy. This is the reason why people are so thirsty to succeed, but this is

just a mirage that fades when we reach it. We are afraid to fail because that would push us away from our goal of being happy. We believe that failure will make us insufficient and inferior people when the reality is that pursuing success from that way of thinking is where the real failure lies.

Normally, we seek success in material things, we measure how good people we are by things we have or by how successful we are, and that is simply not correct. We must stop pursuing success in external factors and start searching for it within ourselves.

We should learn to set true goals and objectives. We have to be aware that success will not provide us with love and respect, or that at that point, all our concerns and all our problems will be ended. These are virtues that do not depend on how successful we are in those fields of our life, but on the kind of people we are and the actions we carry out day by day; depending on how altruistic our human values are.

In words of the poet and artist C.C. Cortéz, “Success is achieved by turning each step into a goal, and each goal into a step”.

The idea is not to fear success either, but to be intelligent in order to free ourselves from the paradigms that society is trying to impose on us so that we can define success in our own way. It is looking for what a triumph would mean for us and forgetting what others can expect. Say no to being like everyone else, do not fight for what others are fighting for. Find your own path, create your own rules, and be victorious in your own way.

The greatest success we can achieve is the satisfaction of knowing that we are doing everything in our power to be the best version of ourselves that we can be. Real success is in working on those aspects of our inner self, those values and virtues that we hold; those are what will make us reach true fulfillment and happiness.

We should not ignore our values as human beings because in this way we can also accomplish some things that will benefit others; reminding us that along the way we will stumble, but this does not make us better or worse than anyone else, instead, it allows us to always recall that phrase of John C. Maxwell, who says: “Sometimes you win sometimes you learn”.

PART 3
THE PATH OF ENTREPRENEURSHIP

1- THE RIGHT DIRECTION

So far, we have already addressed many concepts. We embarked on a long and complicated journey trying to understand the process that all people live day by day, internally.

We learned how and why we suffer stumbling, and the reasons or lack of them for why the facts happen. We also know that no one is exempt and that the suffering and consequences that this generates on us is something that we have to deal with in this life. We understand that life strikes us and we often collapse, but now we know that there is a reason why.

Because of this, we now have the wisdom to rise again, to continue the battle; or if we think it is convenient, to start from zero. We are very clear that we need a purpose to live, we know how important it is, and how important is to discover our own. We are very clear that we need a purpose to live, we know how important it is, and how important is to discover our own. We know there is a difference between accepting a situation and modifying it, when we have to do the one or the other, and also how they depend on each other. We comprehend that in order to change a situation we first have to accept it and to transform any aspect we first need to change ourselves. We already know how to be resilient to life and how to believe again.

We accept that fear is something permanent, but we can fight it and overcome it. We should not be afraid of the decisions we make, nor of new ventures, because we know how to control the fear of failure. We understand that failure does not transform us into failures, instead, it provides us with opportunities to learn and improve, and those wonderful things can come out of mistakes. We know what we can do to turn our failures into our

greatest successes. We also know that it is not good to look for what everyone else is looking for and that the word 'success' and the meanings it embodies cannot define our happiness.

We understood what the concept of life really is about, which is not about fate but the way we go to get there. So, knowing all this, do you already have in mind what you are looking for? What is that you longed to undertake so long ago? And most importantly, are you ready to do it?

You may know exactly what your purpose is, what you want to do; whether you want to start from the beginning or return to some forgotten project, make that big decision you have been putting off or decide to finally become independent and start working on your own. Either way, there is something simple to remember, which sounds so trivial that many people take it as a joke and therefore minimize it, but if there is one thing that is fundamental is this, do what you love.

If you have the opportunity to do what you love, you are going to become whatever you want. However, you are still wondering, what does it mean to do what I love? Is it so easy to know what we love? Isn't it easier just to do what we are good at? These questions may not be as simple to answer, but it is not impossible.

We all come from different circumstances, I may have overcome the difficulty that was bothering me and I'm ready to move on with my life but I have no idea what I want to do with it, as you might know exactly what you want to undertake, but you don't know-how. Whatever the situation, you have to make sure that what you are going to pursue is a goal worth putting all your effort into, and of course, that it is something you love.

I understand that the idea of having a defined road is far too big to be considered as something concrete. There is no right way or the best way. There is our own path where we are the ones who make the decisions of where to go and what direction to take, in addition to the deep motivations that drive us. Is the direction you have taken the right one? Do you think so because there are so many others around walking with you? Are you sure

it is not just the road to success that the standards of society have convinced you that is the right one?

I have a friend, who didn't question much about these things about 10 years ago. He chose the career he studied because he thought it was the best choice for a good job. He didn't even consider whether having an 8-to-6 job was what he wanted. He remained unquestioning for many years because so many other people were doing the same thing as him, so he thought it couldn't possibly be wrong. He made his decisions based on a belief limited by a society that imposes what is right and the path that must be taken to succeed. This friend had no idea what success meant to him, it was a general concept that did not include his values and happiness.

It took many moments of discontent, disappointment, and rebellion for him to learn that the possibilities in life are infinite, and so to discover what he really wanted to do with the rest of his life. Today he is on a very different path from the one he was on before.

Uruguay's former president, José Mujica, once said, "The difference from human life to other forms of life is that you can give, to some extent, an orientation to your life. You can, in relative terms, be the author of your own life's path."

Many people would say that they have already been walking in one direction for so long that it is now too late to change. I only can assure you that as long as you are alive, there is time. Don't you think it is worse to reach an old-age full of regrets, than on the contrary, to go out of our comfort zone and try that thing we want so much?

Remember, it is never too late to start. I have a list of very famous people, I'm sure you heard about, who started their successful careers "too late", Ray Kroc (McDonald's), Stan Lee (Marvel Comics), Harland Sanders (Kentucky Fried Chicken) and so many others. You are the only owner of your life, and it is up to you to take the right direction to achieve your purposes. It is not about the right or the wrong direction, because there 'is no absolute right way, but the one that is best for you. Find out

what you want to do with your life, and it does not matter at what age or at what time in your life you make this discovery, just do it. In the end, you are the one who will enjoy it or hate it. Everything in life has two faces, such as a coin. I want to talk to you now about the side that is not so shiny. Making the decision to change course does not mean that this new path will be bright and perfect, at least in the beginning. To be honest with you, I want to guide you through everything you need to know before you make any decision.

Do not be alarmed, my intention is not to discourage you, but to provide you with all the information so that you can plan and see the whole picture. Knowledge is power, don't forget.

Taking a new path is neither easy nor fast, especially if we are starting from scratch because starting anything is complicated and requires all our effort. A road may be more arduous, although bringing us better rewards, but a different road may be easier to walk, but we never get so much satisfaction. A clear example would be if you made the decision to start your own business and venture into the world of entrepreneurs, this may be a complicated place full of insecurities, but still, you would be independent, you would be undertaking something that, hopefully, you are passionate about; it is a path that over time will provide you with more possibilities for development and professional improvement than you could have in a common job.

I understand that a permanent job provides security to the extent as you receive a monthly payment, and may also be easier to obtain; but if you look at it from a personal growth point of view, it has no long-term reach, and the benefits you can have are smaller.

The same principle is applied when choosing which university career to follow. You may be pressured by what your parents think you should study, or by the career that is in trend at the moment. I only want to remind you that you are the one who will dedicate at least four years of your life, the one who

will invest time, sweat, and possibly, tears in that goal. Dedicate yourself to studying something you are passionate about, that makes you wake up every morning and feel excited about the things you are going to learn; something you will see yourself working happily ten years from now.

2- MORE QUESTIONS THAN ANSWERS

AWe may not always be able to find the solution to our problems, nor those answers that would give us some clarity about what is happening to us. Have you ever thought that maybe you cannot find the right answers because you do not ask the right questions?

We usually underestimate that the right questions have great power. The ability to generate these questions has a strong effect on ourselves and on other people, but the thing is that we are not used to it. What would you think if I told you that most of us focus our personal and professional lives on finding only the right answers, instead of asking ourselves the right questions?

Being curious, and knowing how to ask good questions, allows us to discover new things; even in ourselves, because we live looking for the answers to everything without even asking ourselves what we are really looking for first. We don't ask the questions we should, perhaps out of fear of exposing ourselves and not knowing what to say, when in fact, the truth is that we learn more by knowing what to ask than by listening to the answer.

Most of us have no idea what questions to ask in order to achieve our goals. We must recognize that we do not know everything and accept the significance of asking the right questions to acquire the knowledge we do not possess.

Albert Einstein used to say something that could be applied to this, "The secret in life is not to give answers to old questions, but to ask ourselves new questions in order to find

new paths”. So, to know which path we want to take, we should ask these very important questions, where you have to be honest with yourself to know the answer.

A. Are you happy doing what you do right now?

This question is easy to answer, but very difficult to understand. Let us start with the fact that if you are wondering whether you're happy or not, it is because you are probably not, or at least not fully. When you get up every morning, are you excited about what the day will bring you? Or on the contrary, sometimes you don't feel like getting out of bed?

I don't expect us to be like robots and jump out of bed every morning ready to start the day. I also understand that there is laziness, and even, it is good to feel down some days. We should not confuse these last two concepts with what makes us want to live, with all that we do, and that paints our life in brighter colors.

There is an exercise some psychologists practice with their patients, which is very simple, and I would like to share it with you. All you need is a piece of paper you can write on. Well, this consists of taking notes of all the activities you do during a week, it shouldn't be very that complicated, but you do have to be very specific in describing all your activities such as, what you have for breakfast in the morning, the journey from home to work, what you have for lunch, gathering with friends in the afternoon, what you have for dinner in the evening. You get the idea.

Once you do this for a week, the next thing you have to do is rate from 1 (what you like to do least) to 5 (what you like to do most) each of the activities on your list. Now I will reveal you a secret, almost everyone rates their activities with 2 and 3 points for most of their day. This means that the activities they do are not considered exciting or enjoyable. So, for instance, if

gathering with your friends is one of your favorite things to do, then why don't you do it more often?

I do understand that there will always be something that we dislike doing, no one is happy doing laundry, or taking out the trash, but these are necessary things that we have to do. What I want you to learn from this exercise is that although we get up most days without having that activity that keeps us excited and gives us the energy to get out of bed, we still could try to include, in that day, at least one of those activities that we consider to be 5 points. When we talk about more important things than our daily activities, we may think that it is more complicated, but we could apply the same concept. Consider your job as an example of this. Are you happy with what you do? Is it painful for you to have to get up every morning to go to work? When we talk about the livelihood we are dependent on, the situation becomes complicated, especially when you have a job where you are not happy.

Do you put money before happiness? Only a few of us would say no to a high salary, even when it is not the best of salaries, we accept it because it is necessary. As much as we hate to admit it, there is some truth in that "money can't buy happiness". You may hate your job but you pay your bills because of it, even if it is a well-paid job but you work so many hours you will never be able to enjoy that money.

The solution I could offer you is, as far as possible, to try to find the right balance to put paying rent on the same level as the enjoyment of your job. We tend not to value happiness in our daily lives, but it is so very important, as it defines our mood, the way we feel and the how we react to events. If you are really worried about giving up everything, maybe you can make an adjustment and keep what you are doing, but applying a reduction of time, even if it means that you will receive less money at the end of the month. In this way you will have free

time to do other activities that you like and that fill you up more, without losing everything at once.

Another option that requires even more courage is to stop working for others and focus on you. They say there is no point in climbing the ladder to the end if you are leaning on the wrong wall. That which brings neither calm nor serenity to our lives must be left behind. There is no higher price to pay than losing your peace. Dare to do more things you enjoy in life, you are at the right time. In this society that provides us with the tools to be versatile, that from your living room you can aspire to do a lot, or only by the computer. Encourage yourself to set your own rules from time to time.

If you are one of those lucky people who have a good balance in their lives and are happy with what they are doing, and this works for them, then do not let anyone else tell you that your way is the wrong way, do not listen to negative comments or pay attention to those who may say that you have less or more, because let me tell you that you are on the right path. Our happiness should be a habit in our lives and not something we see as an unreachable goal.

B. What are you passionate about?

There are two types of people, those who already have a passion, interest, or hobby about something that may or may not be in addition to their main source of income. Then there are others who don't know yet and are terribly uncomfortable when asked. Then what happens when we do not know what we like, we are passionate about or interested in? One of the methods is to explore, stop for a moment doing what many have suggested, stop thinking and analyzing things so much, stop reading and researching. Rather go out and live experiences, get closer to everything that interested you or that you like, that others may already be doing.

Make a list of everything you like doing, it can be anything you want. You may like talking to people, or you may like math or science, so it is okay to put everything on the list. Not always can we turn the things we enjoy doing into neither a venture, nor does anyone has to tell us if it is right or wrong. We might not all be able to monetize what we are passionate about, but doing what we love must not only have an economic value for us. We might not all be able to monetize what we are passionate about, but doing what we love must not only have an economic value for us. Being able to do what we like, just by doing it, is good for our soul and puts happiness and inner peace closer to our reach.

C. Where do you see yourself in a year? And in five years?

These could be two questions in one. There is a little exercise I have to propose to you. I would like you to take two sheets of paper, of course, you can also do it in your head, but when we put our thoughts in writing, I consider that they take more power. Take the first sheet and close your eyes, then think and write down what you want to be doing in a year, in exactly 365 days. Answer the following questions, where do you want to be? Who do you want to be with? What do you wish you had achieved? Once you have those answers, think about the fact that you only have 12 months to accomplish it. Now, right aside from each of your answers, I want you to write down a goal that you can realistically achieve in one year and that will help you get closer to each of those objectives.

I know you may think this is as useless as the goals we set at the beginning of each year, and you have the right to think so, but if you want to know how this could help you, just keep reading.

Those New Year's resolutions are usually something like: "I want this or that...", or "this year I'm going to do such...". When

we don't have a clear goal in our heads, we find it very hard to imagine accomplishing any of them. On the other hand, when we visualize where we want to be in a given time, we can then set ourselves goals that, when fulfilled, will bring us closer to that which we set out to do.

This is called creative visualization and is a simple technique that helps us overcome the limitations of our thinking, and it points out the fears we have, but in this way, we can use it as a tool to chart a path towards our goals. And more importantly, by imagining our future, we put ourselves in the position of having to face these big questions that will come sooner or later. Elite athletes often use this method when approaching a competition. They imagine themselves doing an unbeatable race, they visualize the time they want to achieve and they see themselves fulfilling that perfect routine. Afterward, they go to train, of course; but it is psychological exercises such as these that help put their mind at the disposal of their aims. When you can see your goals, it is easier to walk towards them.

I understand that at first, it may cost you because it happened to me; but once you understand the value of this tool it can be useful and powerful, it could help you achieve many goals in your life.

Now, get back to the exercise. What do you think that you will be doing on the same day, at this same time, five years from now? And no, I do not want you to answer as if it were one you give during a job interview. You must be very specific: in five years, who are you? Did you get married? Do you have a family, children? Are you living in another country? Did you find a job? Are you an entrepreneur now? You can even go further, stand in front of a mirror and answer, do you like what you see? Do you feel comfortable with yourself? Once you have imagined all this,

and the way you see yourself living in five years, think about this, the path you are walking right now will lead you to that which you are looking for in five years? You will probably have to make some changes here and there to adjust the direction that will take you exactly where you want to go, or maybe you will have to get off that highway and start walking in another direction.

Don't you think it would be a waste to never be able to make all those things you imagined come true?

3- BEING AN ENTREPRENEUR

Entrepreneurship is a very popular word these days. Every day we hear it increasingly mentioned, usually in reference to some new business or enterprise. I believe that this word has been considered only to describe economic situations and is used to define only triumphs and successes of a financial nature, and it should not be that way.

Becoming an entrepreneur is more commonplace than you might think. Every day we undertake something in our lives. Just as we undertake a journey or an adventure. These two activities are undoubtedly more common to undertake than starting a business, although, in the end, they have the same meaning. In practice, both require planning, and knowing how to manage things in an organized way, they must be executed and controlled; but more than anything else, they demand from the person who undertakes them, projection, and commitment. As they say, there is no journey without a destination, in the same way; there is no business without objectives.

You don't necessarily have to have founded a company, or be a successful entrepreneur or a recognized woman or man in the business world to be considered an entrepreneur. To be an entrepreneur is to be a person with the ability to transform a difficulty or challenge into an opportunity. In this way, the concept of entrepreneurship can be used in any circumstance or situation that is developed by a person and meets these characteristics.

It is also possible to have an entrepreneurial personality,

which allows us to see every challenge as a possibility to create new things; this implies constant personal learning throughout our lives. When being entrepreneurial becomes a sentiment which can be transmitted to groups and societies, we can see how people begin to confront life situations from a more creative perspective with respect to an increasingly changing and globalized context.

Entrepreneurship is lived in every breath we take and is related to our existence, because we all seek to be able to solve our own problems and those of others, right? If we live it as a lifestyle, we can apply it to each of the activities that we do every day. Therefore, entrepreneurship can become a habit. If encouraged as a good habit, it can develop a progressively entrepreneurial society, which can positively increase the quality of the human growth in this society. It should be cultivated from our home, or through the educational systems, even if this means developing part of a new, more dynamic approach that promotes proactive initiatives, ideas, and behavior.

Rather than a habit or a sentiment, or a lifestyle, being an entrepreneur should be ingrained in us as an attitude. If such an attitude were encouraged early on people through their academic training, and if children and young people were guided towards this more organic thinking, so that they can make use of tools and instruments that help them to form themselves as better people, with innovative and out-of-the-ordinary thoughts; people who can generate positive changes for the economic and social development of our communities, wouldn't that be a wonderful scenario?

I strongly believe that the current syllabus is a bit retrograde, in the respect of not preparing young people for the advanced and troubled world we live in today, which changes every second. Every day, it is more and more people, and especially young people, who are in the news by joining these

lists of entrepreneurs. Stories come in all colors and sizes, from those who have made the need their own, and others who have become tired of growing someone else's business and seeking professional independence, among many others.

The part I consider most admirable of this whole movement of entrepreneurs is, definitely, the changes they initiate and transform into remarkable human values. Of course, every case is unique and every situation has its own character that makes it special and different from others, as everything in this life, you cannot rule out the negative situations that this might have also brought. Nevertheless, I choose to stay with the positive, with the motivating force that this movement has proven to have. I highlight that attitude that drives us to be better, to think outside the box and that preaches personal fulfillment, which combines will, perseverance, leadership, and other incredible adjectives that can be applied to those who characterize themselves as entrepreneurs.

Sometimes I wonder if being an entrepreneur is as good as some people say, or it happens like with those things in life, which are too good to be true. Today, entrepreneurs are at the level of great public figures and that makes me question if it is as they paint it or if it is that because of the economy and the market they were not working previously, it only added up to failures, then they just needed a change desperately. The desire for independence and economic stability led many people to consider becoming entrepreneurs. High levels of unemployment and the quality of existing jobs prompted people to generate and seek new ways to earn their own livelihoods and start their own projects; to turn from employees into employers.

Being an entrepreneur today is seen as something incredible and indeed it is. However, as we have already mentioned, life is a coin, which means that it has two sides. The other face of the entrepreneurial movement is that of people

who remember being there long before all this grew in popularity and have a lot to say about it.

So now, I am going to talk to you about what you need to know, the good and also the bad of this path that many people decide to take. And if you are interested in how many people have made it, and how many others have no need to get on this boat, I hope you keep reading.

4- WHAT DOES IT TAKE?

To undertake is a decision that affects different areas of life, although not only in professional matters, as many may think. It is not something you can study for, not something you are going to be an expert in because you know how to start a business and know how to manage it. Maybe some previous knowledge you have will make the path easier, but being an entrepreneur involves many other skills and attitudes that are only developed through experience. I am not able to tell you how to start that company and make it successful, because all those who want to become entrepreneurs are going to do it in different areas. We can indeed talk, share some thoughts and pieces of advice that everyone can put into practice to develop their entrepreneurial skills.

What does an entrepreneur need to learn?

As mentioned above, having a university career, whether in business or in a corporate field will not necessarily guarantee any success. There are many courses you can take and many books you can read on the subject, which will be useful if you look at it from the point of view of gaining knowledge and giving you the confidence to take on the challenge of setting up a business. But regardless of how many hours your training is and how many pages you read, nothing develops your knowledge, skills, and business competence better than putting your ideas and projects into practice. The school of real life is undoubtedly,

the best course of entrepreneurship you can do.

The skills needed to undertake anything in life can vary widely depending on what you want to do. However, in general terms, we can group these skills into three main groups, where we will include all the knowledge and attitudes associated with business success.

1- Technical skills: these are the ones that help us to perform a specific function and we can learn them through training, instruction, or coaching. In addition, they are the specific knowledge that we have about techniques and tools in the area we are entering. That is, if we are embarking on the computer business, we should have some awareness about how to use and how computers work.

2- Humanistic skills: these are our skills to interact effectively with other people, clients, collaborators, and suppliers who may be part of our business. We use our human quality and social values to connect with people. Become empathetic and motivating; learn how to manage as in a soft balance between being a good leader and a team member, to promote personal development in ourselves and in others and to take this to its maximum splendor: the development of skills, talents, and abilities which could be the key to reach our goals.

3- Conceptual skills: these are related to the formulation of new ideas and concepts. They provide us with the ability to grasp abstractions and present solutions to problems in creative ways. In addition, they are the ability to learn, analyze, and interpret information in a logical way. These

are skills that allow us to relate better to our environment, in an innovative and creative way.

Despite all these skills we mentioned above would make the path of entrepreneurship much easier for us, you have to know that the best tool available to you is already there and that is what makes us unique and creative, in addition to the desire to achieve great things. There is no one else who thinks the way you do, nor has the same capability and ideas about how to solve a problem, that is the difference between you and the others. Great ventures were born out of mistakes and from people trying to find a solution to the problems they encountered.

To develop an entrepreneurial attitude, first, you must be determined to go the furthest with your ideas so other people believe in you and your projects, you must prove that you are someone with courage and daring.

All those skills, although important, should not be a burden to you, you do not have to know everything from day one or even before you start. Keep in mind it is the experience and what we learn over time that is truly valuable and will bring us all the extra things we may need. You must know that each process of entrepreneurship is different and personal, but in general many coincide in a series of stages that are lived and are crucial for the development of this. Each of these stages is inevitable for the development of any venture, be it economic, social, or any other. They are also a key factor in the decision-making process of the person in charge, as they require knowledge, experience, and intuition.

Develop an entrepreneurial mindset

Once I heard that one can never build a successful company by thinking like an employee. And although there is nothing against being an employee, if you want to be a good entrepreneur, the first thing and the most important you have to work on is the way you think. When we get accustomed to working for other people, we have entrenched ways of thinking and paradigms that guide our actions. It is not an easy task to change the way we do things, especially if it is many years and years of habits, yet we must be willing to step out of our comfort zone and change those habits.

There are some people who are lucky enough to have such an innate mindset, and others are under pressure to develop it according to situations that arise throughout their lives. We will be required to perform in areas that may not be common to us, which will demand that we are motivated and encourage others, have self-discipline, work using our intuition, and form a resilient personality that allows us to confront all difficulties. In order to change this mindset, we could think of it as being like when you are afraid of the water, the only way to overcome it is to put one foot in it first, to help you gain confidence and then encourage you to take more steps until you are completely covered.

Find a way to realize your ideas and turn those thoughts into reality, however small. Most importantly, take courage and begin to take action, so that you can develop your ability to think and work in a different way. Keep yourself informed and enthusiastic. Read and research a lot, we have many tools and knowledge currently at our fingertips, or at the reach of a Google search. Either way, use all the mechanisms available to you to learn. Get motivated, attend events, listen to people who have achieved what you want to achieve and be inspired because

being inspired to achieve your goals is a very powerful emotion that you can use to benefit yourself.

You are the result of your thoughts translated into actions, thus anything you can achieve to change your way of thinking and working will be of inestimable value in building an entrepreneurial mentality.

All actions, all that you are, and all that you want to be in the same tune so that you can see the results that you expect.

Learn to identify opportunities

Besides working on the way you will make your decisions and the attitude you will have to take towards the world from now on, you will also need to start developing your skills to identify opportunities.

This ability is no more than having the proper sensitivity to situations and the vision of things that the situation might bring you. We can better explain it by saying that an entrepreneur has the capacity to see a tree when he is actually holding the seeds in his hand.

The tricky thing about opportunities is that most of the time they are right in front of us, so if we are not prepared or able to see them, then we realize it when it is too late. For this reason, it is fundamental to start seeing the world with different eyes, with a different vision, since this will give us the creative capacity that entrepreneurs use to turn a problem or the need for an environment into an opportunity to build something new. So basically, you have to give yourself the freedom to be more of a dreamer, which is not an easy thing to do given that we were raised in a world where we have always heard that we should stop dreaming and focus on reality. Authentic entrepreneurs are those who dare to dream while awake and are able to transform these dreams into something tangible.

Apart from this creative capacity, an important characteristic that makes us, not only entrepreneurs but also all people better at detecting opportunities in our lives, is empathy. This can take you a step forward in understanding the people around you and the needs they may have. Thanks to this, it is possible to generate innovations that even exceed the expectations of everyone.

If you are the type of person who needs help to realize what they might be missing, there are some tips that, if applied correctly to the situation, could help you.

1. Escape from the routine. When we are stuck doing the same thing every day and thus exposed to the same stimuli, it will be very difficult for you to see the world in a different, more creative way. For you to think differently you have to do different things every day. You can begin with things that may seem silly to you, such as brushing your teeth with the other hand, taking a different route home than you regularly use, daring to live with people outside your circle of friends. Change the order of things in your room, try new foods... and so, there are thousands of ways to change our environment from even the smallest details. Anything you do to feel or look different, essentially to get you out of the routine, will enable your brain to create new neural connections, which will cause you to think and feel differently, in a more intelligent and creative way. This will help you solve problems and difficulties from a new perspective.
2. Learn from those who tried it first. Use the experiences of others wisely. While it is important to live our own experiences and make our own mistakes, we should not ignore everything we can learn from others' experiences,

especially if they walked in the same direction we aspire to go.

3. Never take things for granted, always question everything. Be curious. The curiosity you feel about everything can become your best tool for creative ideas. Constantly ask yourself “what if...?” “How could I do this differently?” “And why not...? And most importantly, remember to ask the right questions.

4. Keep up with the latest news and trends. Our world is constantly changing and if we don’t move at the same speed, we will be left behind. Being updated with what is happening in your surroundings will allow you to be aware of the opportunities available to you and to be a pioneer of areas that are just emerging.

5. Do you remember the mental ability exercises that we have practiced previously? This last piece of advice is similar. It is important to visualize our objectives and goals. We generally tend to be very visual beings so build up a wall of ideas, problems, and opportunities. This can be a canvas or a sheet of paper where you can capture, in the simplest but most graphic way, all those thoughts that are spinning in your head. When we can see everything at the same time in front of us, it is much easier to be able to process it. The best thing about it, it can be shaped in your own way. Whether you want it to be a source of inspiration or a way to express your ideas and help you make decisions, it could be anything you want it to be.

Have a great working team

Have you ever heard that major innovations do not come from good ideas, but from great teams? Well, some truth

is in that statement. Surrounding yourself with talented people who are part of your team is an essential element in this process of entrepreneurship.

Here is where you can put into practice your human skills to look for and identify those people who would like to be part of your dreams, to be able to inspire them and lead them to achieve the maximum development of their skills.

When your ability to be a good leader improves and you have the emotional intelligence to express your ideas, you will be more adept at making talented and skilled people want to be part of your venture. Do not look for only good people in one thing, the most valuable workers are those who are multi-disciplined. According to what you are interested in undertaking, there will be different talents that will help you in your mission.

The key is for everyone to share the same values and to be able to work in harmony. People with values and principles are usually the ones who are willing to give that extra effort that makes the difference between a job well done, but acceptable, and an extraordinary job. So the team you are going to create has to be united around the why and for what they do things.

So the team that you will create has to be united around the why and for what they do things. You need to join people who have a purpose, whose first motivation is not money, and if their motivation is the illusion of making money, they will surely leave the ship at the first obstacle.

Always remember that it is not a matter of quantity, but of quality. You will have to practice your patience, you will meet and work with many people until the right one arrives on the road. Do not be afraid to start alone or with a very small team, It is important that with the people you count on, they are just as committed as you are, and therefore, they can contribute an

extra value to the development of the project.

If you end up in the position of a leader, then be a good one, and if not, be at least kind and aware of your actions and attitudes. There is nothing worse than belonging to a team where you are not appreciated, where you are not trustworthy, and where your ideas are not valued. It makes no difference whether your team has one or a hundred people, appreciate the talent of everyone, whichever it is, and allow people to develop their best.

Turning ideas into reality

The experts in the field say that every person has at least one million-dollar idea in his life. There are those who know how to recognize it and work with it; and then there is the great majority who do not do anything about it. Did you have one of these millionaire ideas?

Most ideas are born and die in people's minds, for many reasons. It can be because of fears and doubts, or because the person did not have the ability or the tools to take it into action. Many of us might have a good opportunity or an idea, but may not be able to materialize it. An entrepreneur has to be a great visionary, but even more importantly, he has to be a great doer, being able to turn those ideas into actions with the potential to enter the market, such as products and services.

Another skill of entrepreneurs who manage to bring their ideas to reality is the capacity to take advantage of all the resources they have available. More than once, you probably saw yourself paralyzed by everything you think you lack. "If I had...", "if I could...", "if I were..." Please do not let this negative thinking lead you to postpone your plans. The best time to execute the ideas you have is now, tomorrow is uncertain and it could be too

late. Change your plans so that you can continue to create the same ideas with different resources, instead of focusing on what you don't have.

Knowing how to manage your business model

There are many great ideas, and so are entrepreneurs. This is a complex issue, but everything is about that there is a big difference between having a big idea or a big product and having a good business.

When you decide to commercialize your product or service, you will remember that you are facing a highly competitive market and you will need to go a step further because it will not only be about having a good product or a good idea but about building a whole organizational structure with which you can give it an added value, make it profitable and sustainable over time.

Having customer validation

Usually, it is the same people, members of your community, who have the answer to those questions about whether your product is valuable or not. The best way to know if you have potentially successful ideas is to listen to the opinions of those who will potentially become your customers.

Starting up the company

There are many advantages to becoming an entrepreneur, but also many responsibilities. When you have materialized your idea and started to receive profits from your services or the sales of your products, you can say that you have a formalized business.

This is the stage when you have to turn from an entrepreneur into a businessman. It is a tedious phase, in which

you will have to deal with many challenging administrative and legal issues. You no longer have to worry only about having innovative ideas and putting them into practice, making your customers and employees happy; now you also have to be aware of and respond to the different organizations that are in charge of regulating business activity in your area. The early years may be chaotic, yet nothing worthwhile is built up overnight. We all face challenges that allow us to strengthen and turn our ideas into admirable ventures.

5- WHAT NOBODY SAYS

Truth be told. To be an entrepreneur is a fashionable job in our society. Contrary to this, for some time now, there has been a group of people in the market who claim to have been part of the economy for much longer than all these new entrepreneurs who are becoming businesspeople, and from this position, they created an anti-entrepreneurship trend.

My logical way of trying to live my life tells me that there are two sides to everything, the pretty one and the not-so-bright one. My logical way of trying to live my life tells me that there are two sides to everything, the pretty one and the not-so-bright one. So my policy is first and foremost to investigate it from every possible point of view and edge, even more so if we are interested in something that can potentially change our lives. The more information we have, the better prepared we will be for the situations that come our way.

I was curious to know what the members of this group of people who in a certain way were against, or did not paint such a colorful and hopeful image of the concept of entrepreneurship, had to say. I found this to be very interesting information and decided to share it. I believe it is fair that if you are going to orientate yourself towards the path of entrepreneurship, you have to know everything, the good, the bad, and the worst.

In the 1980s, being an entrepreneur was considered a peculiarity; people who dared to be one of them, were considered to be misfits. What people said about those who decided to start their own projects were not positive comments,

on the contrary, they were not rejected, but in no way were they celebrated as they are today, quasi heroes and great influences.

Everything changed when in the mid-'80s companies such as Apple, Adobe, Oracle, and Microsoft began to make their way in a market that until then did welcome on new ventures. Then, those social misfits became more accepted and even envied by some people.

By the 1990s, entrepreneurship was revolutionizing the finance market and commerce in general. Nowadays, they are considered famous people and everyone, even if they don't accept it, aims to be like those brave ones who created something out of nothing, just because we admire them.

However, my intention is never to discredit or criticize anyone, especially people I admire, for I consider myself to be an entrepreneur. Neither do I want to talk about the evolution of how being an entrepreneur became so important nowadays, but talk from another perspective that the media often omits. We could call them the "ugly parts" of the story, because there are, of course, ugly parts.

In the same way that being a doctor or an astronaut is not something easy and requires a lot of effort, the same could be applied to being an entrepreneur. I even dare to say that since a person is not born an astronaut, no one is born an entrepreneur either.

We will discuss these aspects which I believe are the most challenging about being an entrepreneur, the dark side of entrepreneurship in the times in which we find ourselves, where to be one is admirable.

Please let me make it clear to you that at no point I want you to be discouraged from following your dreams. Instead, I want to prepare you by telling you about the difficult things and challenges you will encounter along the way as you decide to embark on your own project.

1. The feeling of isolation. Sometimes it is hard to understand what you are talking about, especially when you are just starting out and you don't count on a consolidated team or have someone who shares your vision and understands your ideas. Everybody is used to be part of a group, if you are an employee in a company you have your workmates, in the university, you have your classmates and that way, as human beings we live by belonging to groups, even if we don't want it. Once you decide to start your business, hopefully, you will have a partner, but if you don't, you then will basically be alone, and you may feel that sense of isolation and loneliness coming over you. Even when you have an idea that is innovative but you don't have other examples to compare it with, and although you know it will be something new in the market which is appreciated, there will be such moments of doubt and emptiness.

It is interesting to me how many people do not like to talk about it, either out of embarrassment or because they feel that it does not fit with the image of a highly successful entrepreneur. Yet those negative feelings you may feel are very real.

2. What you decide to undertake may provide you a lifestyle and a job, but not economic wealth. This is something real and important to understand, and I think there should be more people talking about it. Being independent financially and professionally doesn't mean that we will all become Mark Zuckerberg (creator and founder of Facebook). This is a question of putting things in a balance, maybe by following our path we will not receive the same monetary income per year as working in an office, however, we will have the freedom to choose our own schedule, creative freedom with everything we do and we would not have to respond for our decisions before anyone. It is

a question of knowing what is most valuable to you.

Sometimes we think of entrepreneurs as people with a lot of money, and I would bet that this is one of the reasons why this kind of business is so popular nowadays. The fact is that it is not always so, many of them have a second job and their entrepreneurial project is more a hobby than their first income source.

3. There is nothing that can be done overnight. Many entrepreneurs and business owners state that it takes a long time to build a business, and more to start earning some kind of substantial profit. Even for Facebook which for five years, since it started, was running with no profits at all. The same is true for many businesses.

4. There are going to be people who will not see you as a “good guy” in the story. To be in the role of leader, creates an automatic negative reaction in others to you, as though they feel inferior from the very start simply because of your position, even if we don’t consider it at all. When you run a business, you certainly have to keep an eye on its management, and this means dealing with all kinds of people, not only employees but also suppliers and customers. It is going to be your responsibility to make the hard decisions, and in all ways of looking at it, you will be the one to communicate the bad news and the one to find the problems that need to be solved. To manage this human burden and to do it in a good way requires a lot of work and some people will not be able to do it naturally. However, this is a key factor that you have to consider when undertaking.

Despite all this you may or may not have been aware of its existence, there is a greater reality and that is that if you love what you do, and you love being your own boss, or being independent, do not let anyone or anything stand in your way.

Being an entrepreneur, in any field, is in itself something incredible and should be applauded, for the word is synonymous with being brave, and not everyone has the courage enough to be like that. This is even better when you do your community and your country more good with your project. Just remember to keep in mind that it won't be all rosy.

do 6- Doing what you love or loving what you

Surely, you have read the title of the chapter with some surprise. No, I didn't lose my mind, and I don't want to negate everything I shared with you up to this point. And although you are probably very confused and wondering where I am heading with all this, let me use this chapter to explain to you, as odd as it may seem why you cannot make a living out of what you love and are passionate about.

Many, many people are in that personal process of discovery and at that crossroads where they do not know what direction to take their lives, their professional future, and everything they do. Besides looking for ways to have harmony in what they do for their work and what they really like to do.

Did this sound familiar to you by any chance?

Imagine being satisfied to work for someone in a 40-hour-a-week, Monday through Friday job, which is basically what you can stand and you only do it because you don't have another choice. Waiting to get out of work, or waiting for the weekend or even the two-week vacation a year, so you can do the things you really like.

Now, I ask you to think that despite the enormous emotional weight and the incredibly difficult decision, you give up that job, and you start living for a while on an unemployment fund. You decide that this time of grace that you have, you will use it to consider what you are going to do with your life, and yet

you are always feeling in a state of pressure because the benefit you are receiving won't last you a lifetime, so your situation is more or less pressing.

Now you need to keep imagining. You are not satisfied with your work situation, and it is giving you terrible anxiety. The idea of keep working at your old job overwhelmed you so much that it was starting to affect you even physically. Until one day you had a reality check, and you realized that a fixed income was no longer intensive enough to continue in a job that actually was not working for you or your life. Though the situation, imaginary or not, is quite distressing, it has a nice background. As a result of this event, you changed the way you perceived your condition; this was a kind of wake-up call. This recognition of the fact the money is not the only thing led you to want to change your path and made you think about what you could do now, what you could be good at, and what you could do that you were really passionate about. You also conclude that it is not true that you can make money from a hobby; the belief of not making a living doing what you like is extremely powerful and many people share it.

Most people want to start a business so that they can do what they really love to do or find a job that they are really passionate about, however, when you ask them what they want to do, they can't give you a clear answer, because they don't know what their passions are, or what their talents are. On the other hand, when you ask these same people what they really like to do, they know exactly what makes them enjoy doing it, but they don't take it seriously at all.

If you were to ask yourself the same question, of course, you would realize that, at some point, even you have dismissed your passions and hobbies as impossible thoughts and you don't

take them into account at all because they are neither serious nor formal ideas or something you can devote yourself to.

The truth is you are right, are you surprised?

You won't get paid just because you enjoy doing something, whether it is going to the movies, watching TV or going for a walk with your friends.

Well, here we have to analyze the situation. We are going to mention a point that we haven't made until now, and that is quite an interesting example of entrepreneurs making a living by doing what they like.

So there are hundreds, if not thousands or even millions making a living. For some, they are doing incredibly well, through their YouTube channels or on social networking platforms, making videos of recipes, exercise routines, or singing; they are basically showing off their lives. When you think about it, you might ask yourself, are they getting paid just to do those things they enjoy? Is that true? Well... the truth is that this burst of people working in social networks is so huge, that we could make a complete book about this. But essentially, yes, they are enjoying what they are doing, for sure, and also they are being paid for it.

But we must not deviate from the important thing. Not only are they being paid for it, but they also earn money because they are able to improve or contribute to other lives. This is truly important and you must always remember that they are offering some value to other people's lives.

The reason I dared to use the example of the people who make money by making videos and sharing them on a platform like YouTube is that I think it is the easiest way to explain this very complicated concept. If you help people to improve their lives, to be happier, to solve problems, even if you do it through

a YouTube video, at the end of the day, you are helping and entertaining those individuals' lives. Be honest, how many of us have looked up the recipe for that dish that we want to make so badly on a YouTube video?

So now that we know what lies behind the simple phrase "do what you love" we can start thinking about it from the beginning. If you really want to find a way to make a living by doing what you love, apart from having confidence that you can do it and that it is really possible, then the first thing you have to do is change the way you think, change from considering only what you want to do and focus more on what you have to offer and contribute to the rest of people.

Those businesses that are focused only on attending to the needs of one person, or of themselves, usually fail to function. The moment you start thinking about what you can offer that will make this world a better place; you will find the options and opportunities you have been looking for. In order to make a business function, it must be directed towards what our clients want or need, and from that moment on, offer solutions to those problems.

Going back to the scenario we were visualizing before, now that you understood that whatever you want to do has to be focused mainly on making a greater benefit to others and then combining it with that thing you are very passionate about. Thus, this scenario doesn't look so dark anymore.

Now you can go to work without having to see it as a burden or an obligation, you can even be excited when you think about it. This will have a new meaning. All that you will have to work for and I guarantee it will be a lot because starting something is never easy, will be more feasible if you are enjoying what you do and especially when you realize that everything you

do is for your benefit and for the benefit of others.

This way, when you think about monetizing your passion, it no longer sounds so crazy. Devoting yourself to what you love so much is what will really give your life. After all, having to give up dreaming is certainly a pity.

IN CONCLUSION
**ALL THIS IS ABOUT BRINGING SOMETHING TO
THE WORLD**

MY PERSONAL EXPERIENCE

Things happen in life that changes your course. It is almost funny that when you finally feel sure you have all the answers you were looking for and feel you know everything you need to know, there comes, as if out of the universe, the moment when you change all the questions.

Do you remember that we talked about those questions that were more important than the answers? Have you ever been asked one of those questions that change your life? It happened once to me, a few years ago. Do you remember that we talked about those questions that were more important than the answers? Have you ever been asked one of those questions that change your life? It happened once to me, a few years ago.

That was one of those uncomfortable questions that leave you speechless, not knowing what to answer. Not necessarily because you don't know how or what to answer, but because the answer is embarrassing to you and not directly because you have anything to do with the reason for the answer, but simply your values as a person make you feel ashamed of the situation.

I would like to know what you would do in those moments when you realize the reality in which we live and all the problems around us. These are problems, which are not your own problems and which you probably had no idea about until then.

Perhaps your life is going well, that in the familiar aspect everything is in order that you are passionate about your work,

that you are where you want to be. I believe life doesn't care about all that, when things are meant to happen, they do happen.

Maybe those problems aren't yours or you don't have any. But what if it is in your hands to give them a solution? Do you ignore the situation and carry on with your life? What about the consequences of that decision? We may be ignorant once, but when we have the knowledge, there is no turning back, you can't close your eyes.

So will you ignore it?

A few years ago a friend of mine asked me a question that made me feel uncomfortable. How can pigs eat better than people?

One day, a friend from Misiones came to me and told me that he had been watching a documentary about America and Africa, and he saw how there were a lot of people who were starving in those places. He said he felt very hurt when he understood that people were starving, while in his farm, he had to get rid of products at the end of the day that he could not sell because he could not locate them, or because he did not have the logistics to market the products, or there was simply no market.

Those products that he cannot sell during the day, he ends up throwing them as food to the pigs; in other words, the pigs end up eating better than many people in the world.

This is a sad and even painful thought. No way I could ignore such a thing, it was something that was happening so close to me, in my community.

We started to think about what we could do with these products, and how we could do it as well so that from Leandro N. Alem we could send food to the rest of the world.

One of those situations, when thinking of helping others and trying to come up with something that would provide a

positive solution for many more people without thinking of us first, that we found a purpose.

We discovered a technique there, looking for a way that we could take this food and send it to the rest of the world, through a process called lyophilization of freeze-drying. This is a very common procedure used for the preservation of vaccines and many other medicines. So we found a way to apply this concept to preserve these foods and not only foods but also complete meals. In simple words, we dehydrate the food with cold and vacuum, conserving all its nutrients for up to twenty years, only needing to add water when it is going to be consumed. The world is becoming more and more unfair, there are increasingly more inequalities, more people who have less and less who have more. The reality is that there are more than 7.7 billion people in the world today, and 15% of those people will not eat today, nor will they eat tomorrow, nor will they eat the day after. This is equivalent to 850 million people in the world who go hungry every day. And that need for food is, in fact, a tragedy.

However, it is not all bad; the world produces enough food to feed all these people. Only in Argentina, we generate four times more food than our population requires.

Humbly, that is the story of how, without planning for it, with a chance that presented itself almost suddenly without looking for it, my partner and I became entrepreneurs.

That was how we decided to create “Comida por un Dolar”(Food for a Dollar) with the concept of a threefold impact. The first is that people don’t go hungry when they eat a plate of food they get vitamins and nutrition. The second objective was to give added value to those producers who, as my friend, had products that were being wasted. Finally, the third purpose was to generate genuine labor and also to employ the community.

You may wonder why the name. We decided to call it

that because it is a universal value that is used all over the world but also to let people know that for a dollar they can feed a person, and lastly so that when people are eating that food, they know that someone paid no more than a dollar for it.

Our social project is unique in the country, but we have the idea and the hopes that it can be replicated in different parts of Argentina and the world. We are extremely proud of this.

Every one of us has a way to contribute, every one of us is good at something, every one of us can create an impact, every one of us has potential with which to create wonderful things.

Then, going back to the earlier question, Have you ever been asked a question that made you feel uncomfortable?

To that, I would like to add one more: What did you do with that question?