The Pendulum of Life and Business

“If you WANT SOMETHING in life YOU’VE NEVER HAD, you’ll have to DO SOMETHING YOU’VE NEVER DONE.”

CREATE YOUR OWN OPPORTUNITIES

What’s Your CHOICE?

PROCRASTINATE

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Success has never been bought with half measures or procrastination. However, half measures and inactions have been the impetus behind many failures.

So when you feel the need to hide behind later or never, remember that time stands still for no one and “you cannot escape the responsibility of tomorrow by evading it today.” SLW

Granger’s Enterprise is a Janitorial and Courier Service based in Grenada. The business was basically started by my wife and I after we took over from another individual.

Before I get into the business success and challenges I must inform you of my past and how I grew up.

I am the first of my mother’s children and did not have the opportunity to enter secondary school. Growing up was not an easy road and I had to fend for myself and younger siblings. I say this to say that I did not grow up with a family that was well off. At the start of the business, I had ambition, a supportive wife and BIG DREAMS. You too can become an entrepreneur in spite of your current situation and status.

In relation to Granger’s Enterprises, we have our challenges. We have to bid for
contracts and this is very time consuming and nerve wrecking. Also, sometimes we have to deal with customers who do not want to pay for a service rendered and this can dampen one’s spirits. However, we are motivated by the positive comments and encouragements received from the vast majority of customers who commend us for a job well done.

We operate with a staff of approximately twenty-five persons. Our staff are treated as family members and encouraged to work as a team. Sometimes some of the staff will fall short of this goal but we motivate them to continue to improve and work in unity.

The best part of being in partnership with my wife is that all the profits of the business belong to us. Of course, for us to actually make a profit we have to set goals and objectives and execute them. In conclusion, I leave you with this quote from Norman Vincent Peale:

“Believe in yourself! Have faith in your abilities! Without a humble but reasonable confidence in your own power, you cannot be successful or happy.”

Have a blessed and successful future!

by Allan Newton

Members of the ECCB team, facilitators, family, friends, well wishers and fellow graduands, today is a day to be thankful and to be inspired. We all have heard at some point in our lives that ‘knowledge is power’ and even the bible admonishes us to pursue knowledge for the lack thereof people perish.

Congratulations are in order to the ECCB for the continuation of its education program to the public in a time when organisations are pushed to curtail training programs in an effort to stay afloat and minimise expenditure to meet rising cost of operations.

We the graduands of this noble programme, can attest to the fact that it has served as a stimulant for all of us who endeavor to better our economic situations and start our dream projects. In addition, it has made us aware of the right and wrong way to conduct business and to be successful. It has prepared all of us to move forward and to take on whatever challenges that will come next in our lives.

Fellow alumni, at this significant juncture, I want you to know what a great gift being prepared is, because not everyone is afforded this opportunity. We have received a high degree of business acumen and whether or not we intend to continue our pursuit of entrepreneurial knowledge, it is certain we will benefit from what we have learned.

I want to thank the facilitators who have unselfishly given of their time and in many cases were willing to give even more. They must be commended for their excellent presentation of the various subject matter and wise counsel.

Additionally, we must be thankful for each other. The friendships which have been birthed during the past months will last a lifetime. In the same way we have helped each other in the sessions, it is my hope that our relationships will not end here but that we will continue to be there for each other and to support each other in future accomplishments.

Finally, as we leave here today, let us celebrate our accomplishments but look forward with an eye toward how we too can be a source of encouragement and inspiration for others.
Jomi shared his aspirations for his new business venture with Your Financial News (YFN).

**YFN: How did you get into this field?**

**Jomi:** I am a colonic hydro therapist trained in Barbados. Prior to this I was involved in natural medicine for a number of years, albeit more or less in the background. This led me to do a correspondence course with East West School of Planetary Herbology, California, headed by alternative health pioneer and American Herbalist Guild founder Dr. Michael Tierra, O.M.D.

From there I decided that I wanted to specialise in colonic hydro therapy and pursued studies in Barbados to be able to offer professional services in that field.

**YFN: What inspired you to focus on alternative medicine?**

**Jomi:** Ever since I was in school I always had the idea that I wanted to do something by myself. Growing up with a single mom, I was often in situations where I had opportunities to make a number of decisions on my own. One of the decisions that I made was to pursue different subjects at college, so I focused on accounting, business management and economics. After leaving college, I began to see things differently and I recognised that I had an innate passion for things that are natural. At that time I had no idea that my entrepreneurial mind was kicking in.

In pursuing this business venture, my focus is to raise the bar when it comes to natural medicine and health care. I know that I am taking a risk but that is what entrepreneurs do. They look at
situations and things that do not fit and solve those problems knowing that they are taking risks.

For me, the passion overcomes the risk. When you are passionate about something you don’t look at the deficiencies, you look at how it can work. That is the point where we are right now.

I remember talking on the phone with a friend and saying ‘wow, it would be really interesting to work with oils and make garlic oils and other oils’ not realising that somewhere down the line things would conspire to give me that opportunity.

I was privileged to come into contact with Patrick Delves, a renowned herbalist in Grenada. Patrick was the first herbalist in Grenada to introduce what I would call Chinese medicine as an alternative to western medicine. I started going around him. My passion for herbal medicine and natural health care was sparked by Patrick who also introduced me to the East West School of Planetary Herbology.

Previously, alternative medicine was considered taboo in the West. That view has changed significantly. Massage therapy, aromatherapy, acupuncture, chiropractic, herbal medicine, hydro colonic therapy, shiatsu and other alternative medicine treatments have been proven to work and are no longer considered taboo. This is supported by countless documented research. The 1993 Eisenberg Study revealed that about one-third of Americans were using alternative therapies and spending nearly $14 billion annually for health care.

So you are looking at me, a young man investing in a lucrative, promising industry.

_YFN: In terms of your training in Barbados, in what area of alternative medicine did you specialise?_

_Jomi: I pursued training in colonic hydrotherapy working along with the Genesis Natural Health Clinic under the tutelage of Lisa Griffith, C.C.T_

_YFN: Where are you in relation to the range of services offered by your business currently?_

_Jomi: We started out the business focusing on massage therapy and we are in the process of sourcing local herbal products to offer for sale. Eventually we will be moving into colonic hydrotherapy once we have secured all the required equipment.

We wanted to start with the colonic hydro therapy and start full-fledged but my wife and I decided that if we kept postponing and postponing we would never get started because we would get comfortable with procrastination. So we decided to start in stages focusing first on the massage therapy. Based on the knowledge gained from the ECCB Entrepreneurship Course we put together a sales plan to identify how many massages we needed to sell per month and we are working on generating sales in that direction.

I say to people when you are starting a business you have to have gumption, you have to have courage, you have to have persistence, and you have to have vision. It takes quite a bit of energy to start a business and if you never move forward, if you never put things in place you will never get the opportunity to start. You will keep putting things off. I say to people that procrastination is the sin of success. To be inferior, keep on postponing what you have to do. Henry Ford said “people buy my cars even though I haven’t perfected them”. The point I am making is that we are at that
point where we are not perfect but we believe that we are able to start. So right now the business is focusing on message therapy and herbal medicine. Gradually we will improve and expand into hydro therapy and other areas. I know that Nirvana Natural Health Care Clinic will be a haven for health and the vision is to go beyond Grenada and have franchises throughout the Caribbean.

**YFN: How did you prepare for your business start-up?**

**Jomi:** What my wife and I started to do even before the business started to materialise was to start buying items piece by piece. While from the course we learnt about the different financing channels available and the ways to seek financing, we also know the hurdles that sometimes appear in getting financing through the traditional channels. I believe that when you have to do something you have to get it done and there is always a way. We started purchasing items and persons were willing to give us discounts and help us.

**YFN: When you decided to start, were there any apprehensions or second thoughts. If yes, how did you address these?**

**Jomi:** There were some second thoughts but one of the things that has helped me along the way is feeding my mind with a lot of healthy information. So I read a lot of books and listen to a lot of audio tapes by such positive people like Robert Kiyosaki, author of *Before You Quit Your Job* and Napoleon Hill, author of *Think and Grow Rich*. These are some of the people that help, so I consider them my audio friends. When I feel down, need some inspiration or need to figure out how to go about things, I would put in an audio tape. In this way I pre-program my brain to deal with the apprehensions that come.

So yes I did have second thoughts because it is quite a big responsibility. We have to pay a salary to the masseuse and pay rent but my focus right now is on our finances. The only way to combat the financial problem right now is through marketing. I want to be able to hack the process of marketing; the only way to do that and get your business name out there faster while spending less on marketing is to use the means of promotion that you have. Talk about your business to as many people as you can. Tell people! Yes we have brochures and business cards, but I always focus on the power of one man. If you look at the old Roman war movies, they always give one man the opportunity to tell a thousand the story. For me grapevine marketing is very very powerful. In the course we learnt that marketing is an ongoing process. It is about building relationships. It is not that you just do an advertisement and leave it at that. Our focus is getting to the people and building a brand. We don’t just want to build a business but build a brand and build brand confidence. The only way we can do that is through consistency.

**YFN: How has the course been instructive in helping you launch your business venture?**

**Jomi:** The course was very relevant and timely. It was a support factor in enabling me to start and gave me some basic and necessary information as to what is required to be successful in business. In some areas it amplified what I already knew having been privileged to gain that knowledge prior; and in other areas it provided a different perspective.

I would recommend the course to anyone who is serious about becoming an entrepreneur. As a matter of fact I am not sure...
about the other students, but my course manual is properly bound and from time to time I need to refresh myself so I keep going back to the manual to make sure that I am on the right path. It is obvious that the course and manual were put together after thoroughly researching the failures experienced by small businesses in the Caribbean. I found the case studies in particular to be very helpful. The cases provided people like me with an opportunity to learn from the mistakes and successes of other business persons and put the learning into the right perspective to create success. I am patterning my business in accordance with the recipe for success.

Oftentimes persons have business ideas, but they don't have the information and the knowledge about how to move forward and implement the business idea and so they stagnate. The course shaped me; it gave me that extra encouragement and confidence to get started. It is like a dream that was in your head for so long. You keep going over and over in your head; and you become anxious for it to materialise and when it manifests into a reality it is the most beautiful thing.

**YFN:** Of the fifteen course modules which one would you say has helped you the most particularly considering that you were planning to launch your business shortly after completing the course.

**Jomi:** The marketing aspects were fine but I had some of that information beforehand. The part of the course that hit me the most was the financial part. It was very extensive and I found getting into the cash flow and the balance sheet to be quite helpful. For me financial IQ is very important; it does not call for you to be an accountant but you must understand the fundamental principles about how you arrive at your profits and how to stay afloat. The statement that ‘businesses don’t die from lack of profits but lack of cash’ hit home and resonated with me.

**YFN:** What has been the benefit in working with your wife in this venture?

**Jomi:** My wife is not just my wife, my wife is my friend. My wife is the answer to that part of my brain that is not working sometimes. Her brain activates and actually meets my half to make a whole. In terms of the support system, my wife even though she is employed at a car rental company, took some time off from her job to set up the accounting and do the clerical work. Very soon she will have to get back to her work and I will have to find other ways to get those jobs done.

Both of us have had to make a lot of sacrifices. The business is open in the day and I am also working in security in the evening. So when I am finished working at Nirvana I go and put on my security uniform and start another job.

For the persons that my information may inspire, I want them to understand that everything in life requires sacrifice. In psychology there is something called delaying gratification. What delaying gratification means is the scheduling of the pain and pleasures of life. It is a situation where you take the pain first and the pleasures after. My wife and I are not able to take a salary from the business right now. We are making a sacrifice and delaying gratification. The bills will get paid, the masseuse will get paid but we are not taking a salary. We know that in time the business will grow, expand and become a household name not only in Grenada but in the wider Caribbean.

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“Good is the enemy of great.”

“Can a good company become a great company and, if so, how? Or is the disease of “just being good” incurable?”

The good-to-great companies did not focus principally on what to do to become great; they focused equally on what not to do and what to stop doing.

“The good-to-great companies paid scant attention to managing change, motivating people, or creating alignment. Under the right conditions, the problems of commitment, alignment, motivation and change largely melt away.”

“Technology and technology-driven change has virtually nothing to do with igniting a transformation from good to great. Technology can accelerate a transformation, but technology cannot cause a transformation.”

YFN: Where do you see Nirvana Natural Health Clinic three years from now, seven years from now, ten years from now?

Jomi: In the next three years we hope to be able to expand our services and employ more persons. In the next five to seven years our goal is to be in a good financial position to be able to support the opening of a training school and have our own building with a recuperation centre. The more long term goal is to expand beyond Grenada. That is the vision and that is what we are working towards.

There is a saying that success leaves footprints. If you do everything that successful people do the chances of you being successful is 100%. It is like a recipe. If I gave you a recipe and you do exactly what the recipe says, the recipe will come out the same whether you do it in the Caribbean or in China. Our goal is to be successful by following footprints of success.
A peek into the classes in Anguilla, Grenada, Montserrat and St Kitts
Facilitators. Mentors. Coordinators. Partners

- ECCB Entrepreneurship Course, Grenada (Sept. 2013 - Feb. 2014)
- ECCB Small Business Management Workshop Part I, Anguilla, Montserrat and St Kitts (April - May 2014)

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