

SEPTEMBER 2012

Staying Connected

For the Alumni of the ECCB
Savings and Investments Course

YOUR FINANCESYOUR FUTURE

**YOUR FINANCIAL
NEWS**

Leaflets of Wisdom

"Look closely at the present you are constructing: it should look like the future you are dreaming."

Alice Walker

Proper Planning and Preparation Prevent Poor Performance.

"Success is not final, failure is not fatal: it is the courage to continue that counts."

Winston Churchill

"When it is obvious that the goals cannot be reached, don't adjust the goals, adjust the action steps."

Confucius

"The winner is the chef who takes the same ingredients as everyone else and produces the best results."

Edward de Bono

"Many great ideas go unexecuted, and many great executioners are without ideas. One without the other is worthless."

Tim Blixseth

October is Financial Information Month

Challenge Yourself to Succeed

Speech to the graduates of the ECCB Entrepreneurship Course, Anguilla, 29 September 2012



I am Lisa Webster, a 39-year old entrepreneur currently operating three totally different businesses.

I was raised by my grandparents in Little Dix, Anguilla, from a family of pilots, mechanics and engineers. My childhood dream was to become the first female pilot in the family or the first female business owner. I believe my determined and self-motivated attitude enabled me to accomplish the latter.

My first business, **'Mini Lisa Bath and Body'**, was conceived in May 2005 out of the urgent demand for underwear and lingerie for the full figured ladies. The demands got greater; that meant more time researching the right suppliers, attending trade shows for ideas and also to establish relationships in order to be able to network with the right people.

The business was growing quickly as it was the only one of its kind on the island so I had to hire a store assistant. Today, **Mini Lisa Bath and Body** has expanded carrying a range of accessories including; Mary Kay products, Victoria Secret products, men's underwear, sleepwear, bags, fashion jewelry, shape wear etc.

One year later, an opportunity was given to me by a friend to manage a 7-bedroom vacation home which was just completed and ready for rental.

If you have the opportunity to be an entrepreneur, grab it.

The owner was looking for a self-motivated individual who would be tasked with managing on island staff and guests services, among other duties. Not letting the inexperienced thought which came to mind overcome my hidden ability, I took the challenge. About 5 months later I was recommended by the first property owner to another owner who also wanted someone to manage his property; this lead to the creation of Tranquil Villa Management.

(www.tranquilvillamanagment.com)

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I was now operating and managing two businesses. Office space was important; I would say crucial; I therefore converted Mini Lisa's storeroom into an office. Over the years my property listings expanded, which also saw the need for an assistant. Growth continued; both businesses were relocated to a more commercial area with larger space and flexibility to add a number of other products and services.

Today, both businesses continue to show more and more potential for further growth and improvement with a number of satisfied customers and clients who continue to utilise our services and purchase our products.

My belief is that every woman should possess inner beauty and elegance. My never sleeping mind was photographed with an

image of a modern Beauty Salon offering a range of services to the 21st Century woman. Thus **'Nails R Hair'** was created.

When you make a decision to go after your dream, the road is never going to be easy.

I must admit my husband and son thought I was crazy.

Again, with the determination within me, I continued to persist in making the dream a reality. In June 2012, our doors opened offering a variety of services from natural hair grooming to spa services and even barber services. Locals and visitors alike are able to benefit from these services.

Entrepreneurship is a way of life. It's a powerful force

deep down inside, driving you to achieve your dreams, despite dubious odds and the doubts of others.

I'm sure many of you here today have the desire, the drive, and the dream to become an entrepreneur.

Dreams give us the strength that carries us through. Indeed, I've often thought that perhaps it is not us who carry the dream, but **the dream that carries us.**

When you make a decision to go after your dream, the road is never going to be easy. There will be trials and triumphs...failures and successes. No matter how educated you are or how good of an upbringing you have, you will never be exempted. Success is no respecter of persons and so are the challenges.

When I started my business a few years ago, it was a pure leap of faith. Did I expect to encounter bumpy roads?

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Being the always positive person that I am, I honestly did. Perhaps I was being naive or ignorant and by nature, I tend to refuse to see and expect the negative.

That did not mean to say that I did not encounter them as I journeyed – I sure did.

I love being an entrepreneur! **There is nothing like the excitement, glory, fun and sheer thrill of starting something from scratch and watching it grow into a large enterprise of astonishing proportions.**

If you have the opportunity to

be an entrepreneur, grab it. Find passionate and driven individuals and lead them. Give them all the necessary resources, and then give them some oxygen to breathe.

I can't stress strongly enough how determined you must be, for the road to success is neither short nor easy.

Graduates of the ECCB Entrepreneurship Course, Anguilla





Anansi's Challenge

Anansi had been tossing and turning in his bed all night. He had heard the theme for Financial Information Month, October 2012 advertised on the radio, **Challenge Yourself: Innovate-Compete-Succeed** and it caused him to experience that familiar stirring inside, pushing him to try his hand once again at starting his own business.

So he jumped out of his bed quite early the next morning and began to pace up and down outside the yard mumbling: **"Ideas, ideas, come to me. Innovate-Compete-Succeed. Ideas, ideas, come to me; this is your friend Anansi. Ideas ideas, come to me. Innovate-Compete-Succeed. Ideas, ideas, come to me; this is your friend Anansi."**

At breakfast, when the family was gathered around the

table, he announced, ***"Listen up family. I am going to start a business."***

Mrs. Anansi looked at Anansi in disbelief. ***"Anansi, do you know how much money you have wasted in the past with your hair-brain schemes that were doomed to fail from the start? Don't tell me you are back at this again!"***

Anansi was hurt by his wife's comments but he stood his ground and replied: ***"My dear, I may have failed in the past, but nothing is wrong with failing as long as you have the wisdom to try again, having learnt from your past mistakes. I will never stop trying because I know that one day I will succeed."***

And just as he finished speaking, the birds in the trees began to sing:

**keep on trying
don't be daunted by failing
keep on trying
Until you break through,
through, through**

**keep on trying
you'll come through shining
If you keep on trying
One day you'll break
through, through, through.**

Anansi Jr. also tried to cheer his father up,: ***"Papa Anansi, don't despair, we believe in you. Do what you always encourage us to do when we hit a stumbling block. You always say, 'Put on your thinking cap and you will find the answers.'***

Mrs Anansi still doubtful about Anansi's chances of starting a successful business said in a humorous voice: ***"Son, I think Papa Anansi needs more than one thinking cap if he is ever going to be successful."***

Anansi began to look sad and dejected, then all of a sudden he threw his head back and began to laugh so loudly that it scared the birds in the trees: ***"Ha aha ha aha ha aha ha aha! I got it ...I got it....you guys are brilliant... Put on Your Thinking Cap.....Ha ha ha ah! Brilliant! Brilliant!"***

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Everyone began to look at Anansi in bewilderment.

Anansi Jr. said: **“Papa Anansi what is this idea that has you so giddy with laughter?”**

Anansi replied all excited: **“Son, I am going to sell Thinking Caps. These caps will stimulate the brain through a gentle massage at the base of the head that will increase the brain’s functions and help the wearer to discover innovative successful ideas. When persons learn about the power of my Thinking Caps, everyone will want one.**

My Thinking Caps will come in three fashionable colours: mustard, blue and green; they will be stylish and beneficial at the same time. And the electro-massage provided by my Thinking Caps will be solar powered so it will be ecofriendly and cost effective; there will be no need for batteries. ”

Anansi Jr.: **“Dad, your idea is brilliant! Can I help?”**

Anansi: **“Well, I’ll do better than that son. I will give you**

the opportunity to invest your savings in the business and become a shareholder. That way, you will have the opportunity to share in the profits that the business makes.”

Mrs Anansi starting humming and laughing: **“I see your money going...I see your money going. If you invest in your papa’s idea, I see your money going ...”**

At the same time Anansi started to sing the same song but with a positive message drowning out Mrs Anansi: **“I see money coming, I see money coming, with innovation on my side I will not be denied... I see money coming.”**

For the next four weeks Anansi spent most of his day doing his market research, shaping his business plan and designing the prototype for his Thinking Caps. When his plan was complete, he then went to family and friends promoting his idea and inviting them to become shareholders by investing one hundred dollars in his Thinking Caps business.

Only a few of his family members were sold on Anansi’s plan: most turned him away. Anansi, however, was not daunted. Along with the monies he collected, he used his savings and those from his son and got his Thinking Caps made.



He also created a mental exercise DVD, which he titled **“Mind Power Gym”**. According to Anansi, the exercises were guaranteed to accelerate the mental stimulation provided by the Thinking Caps. The exercises went like this:

Think, think, and stop.

Think, think, and stop.

Relax, relax.

Now let your ideas flow.

Let your ideas flow.

With his Thinking Caps, DVD and signage in his car, Anansi parked in the busiest part of town and he and his son began selling.

His caps were priced at \$12.00 and his DVD at \$5.00 but if one purchased both



items the bundled price was \$15.00.

Most of his early buyers bought out of curiosity or just for the fun of it. They figured even if the Thinking Cap did not deliver what it said it would, at least they had a nice looking cap.

But soon, the word started to spread that the Thinking Cap really produced positive mind changes in the persons who wore it. Persons told stories that they became more relaxed and perceptive when they wore the cap and this allowed their ideas to flow.



suc-ceed /sək'sēd/

Verb:

1. Achieve what one aims or wants to.

2. (of a plan, request, or undertaking) Lead to the desired result.

Anansi's Thinking Caps became a huge success and he expanded into Thinking Head Scarves and Wraps. In the end, Mrs Anansi learnt a huge lesson; **that success was not determined by how many times one failed but by how many times one kept trying, determined to succeed one day.**

The town folks gathered around Anansi and began singing the song **"Challenge Yourself"**.

Voice - Success is putting your heart and soul and joy into doing what you love and knowing it's enough.



Written by Sybil L. Welsh



Challenge Yourself

VOICE: *From Anguilla in the north to Grenada in the south, let's be a part of Financial Information Month, 2012 and Challenge Yourself.*

We can do this.

We can do this.

Innovate Compete Succeed.

Innovate Compete Succeed.

(X2)

We can do this.

(Challenge Yourself)

We can do this.

(Challenge Yourself)

Innovate Compete Succeed.

Innovate Compete Succeed.

(X2)

Challenge Yourself!

Try innovate
and make a change for
something great,

and remember every
establishment, it comes with
competition.

So, when you make a
change,

prepare to compete.

Remember the best practice
is saving, saving, saving,
saving, saving...

Challenge Yourself
Innovate - Compete - Succeed!

