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Going up the mountain, to the summit of your dreams means running your own race, irrespective of what others are doing, how they are doing it, where they are doing it, and why they are doing it. Nobody ever succeeded from running another person's race.

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RUN YOUR RACE

The only way to succeed is to run your own race. This is where your greatness lies.



LOOK AT FEAR IN THE EYE



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WHAT IS IT ALL ABOUT?

The difference that could change your outlook



A note from Esther

This is the bitter truth: a business that does not grow will surely die. So when you start a business you have got to do what you must do to make it grow.

Growth could be as a result of reinvesting the profits to register organic growth, it could come from diversification, buying out other businesses or whatever you must do to grow.

Having said that, growth comes at a high cost and at times personal pains. These are what I call the pains of an entrepreneur. It calls for a lot of financial sacrifice, a lot of long hours and hard work.

During this pandemic, it is hard to imagine how one can grow. And it doesn't help that everyone is saying how the economy has slumped. We share a story with you about the Wright brothers. Were it not for their tenacity, we would not enjoy the air travel that we have today.

Oftentimes, innovation is birthed in difficult seasons. By the way, the Wright brothers were mocked and ridiculed, but they soldiered on, and so must you.

Friends may disown you, your stress levels may go up. But let me tell you, when all is said and done, you will eventually enjoy the fruits of your labour.

Esther Muchemi

QUOTE FROM THE BOOK GIVE ME MY MOUNTAIN

Inside every human being, there is always a voice that tells you what is right, when to go fast, and when to go slow. It is unfortunate that sometimes we ignore that inner voice.



Never stop learning

Did you know that you truly get empowered by using people who are experts as you try to navigate your journey, especially the entrepreneurship journey.

Never ever think you know everything. In fact, the day that you stop learning is the day that you stop growing. There is always a new thing to learn. Agree to sit under the feet of your teacher, the expert, and learn what you must learn. By the way, sitting at the feet of an expert could also be reading a book written by a subject matter expert. For example, if you

want to know how to keep better books of accounts, there are plenty of books that you can read to help you to better manage your finances. And if not, use the experts to do things that they know best. The opportunity cost is that you have got to pay for it however.

That way you sleep well knowing that that someone more knowledgeable than you on a matter is taking care of it for you. If you want to be a success, there are things you must learn and there are things you just have to depend on experts. The price of ignorance is too much. You can't afford it. Walk in wisdom and knowledge.

If you examine the lives of successful people, one of the things you notice is that they never ever stop learning.

Look at fear in the eye



The biggest reason most people don't try asking for what they want is fear. They fear rejection or they fear that they'll ask in the wrong way or say something inappropriate. Asking for something you want can be a scary thing to do, but it's a lot better to ask than not to. Yet, facing your fear is the very thing that you need to do in order to climb your mountain. This is especially so in this season of the pandemic when so much uncertainty is around us. We share our top five tips with you.

Know what you want

This is the power of clarity. If you appear indecisive and unsure, your request will come off as weak.

Be Assertive

There is something about combining confidence with control that gets people's attention, making them more likely to respond positively to your request.

Be Flexible

If you are prepared to compromise (without giving away your birthright), you're more likely to get a positive result.

People want to help you

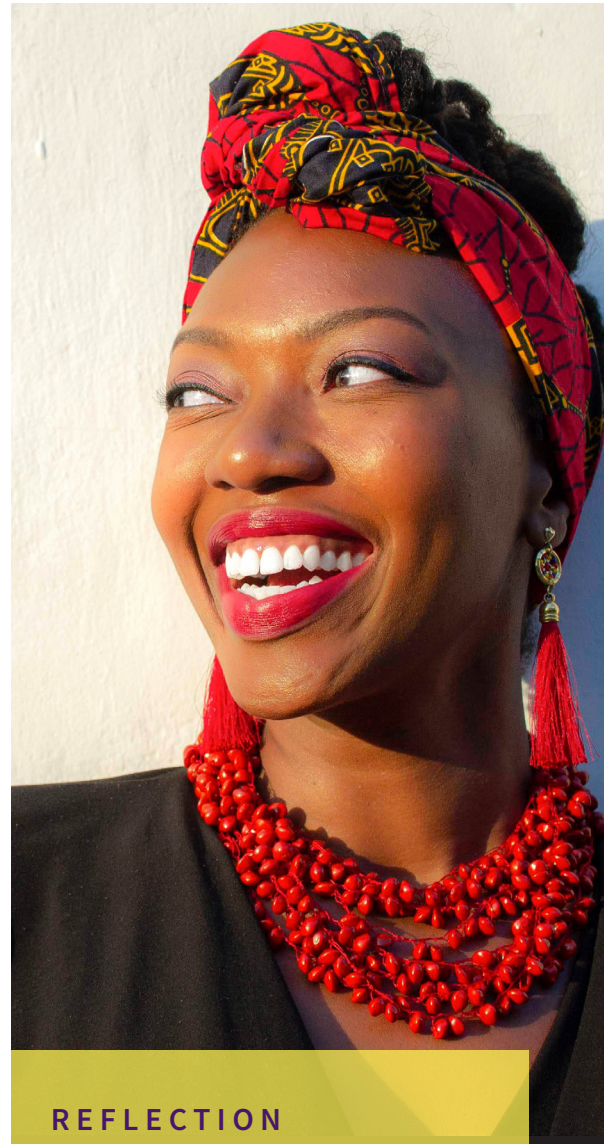
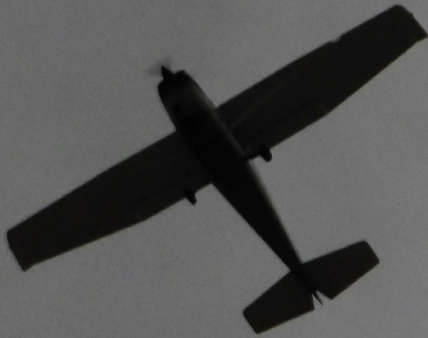
Most people get a good feeling by helping another person out. They'll probably remember a time when they needed some help.

Be prepared for to hear "no"

You might not get what you wanted, but you lose nothing by asking. If you ask, you may even get some feedback that will guide you the next time around. Now; prepare yourself, compose yourself, then go ahead and do it. ASK.



The acronym for fear is False Evidence Appearing Real. One of the ways to surmount fear is to constantly put one foot in front of the other and to focus only on the next thing that you need to do.



REFLECTION

Compare these great pioneers with those who just come to copy paste. This latter group will only come because they think the idea makes money.

Because their motive is wrong they will use all ways to win, price wars for example. Often times once they achieve their shallow motive, they will quit to the next idea they stumble on.

Let's be entrepreneurs who are in it for the long haul because the motive is to be of service to human kind. Money will follow you, this is a guarantee.

Great innovations

Great innovations that turn out to be great businesses are not driven by the motive of making money. In fact often times it's the ones that sacrifice a lot of their little resources to make things get off the ground, that succeed.

The great innovators are patient, are persistent and have admirable hope. They often times fail, fail and fail again. But they never give up.

For instance, the Wright Brothers who invented the aeroplane had to sacrifice and use their own resources for years & had to be very persistent before they were

successful. On the other hand, there was another scientist who got funding from the US government, to the tune of \$70,000. However, he did not succeed. In fact, he gave up on his project just 9 days before the Wright Brothers had their first successful flight. Can you imagine that?

Why didn't they give up? Because they come from a point of conviction where nothing outside them could discourage them.

They wanted to solve a problem and they were willing to take the risks and make the necessary sacrifices.



What's it all about?

“
*It's the action,
not the fruit of
the action, that's
important. You have
to do the right thing.
It may not be in your
power, may not be
in your time, that
there'll be any fruit.*

MAHATMA GANDHI

Many times we do stuff without giving ourselves time to think about what it is all about. When you're pursuing a relationship; is it for fun, for friendship or for marriage?

When you engage in social media; is it for fun, for learning, for teaching or for abusing and bringing people down?

When you seek leadership; is it for self glorification, for service to people or for making yourself rich?

When you start a church; is it to preach Christ and Christ crucified, or for what reason?

When you start a business; is it to serve and give a solution or just to make money however you can? And this can go on and on.

The more you grow in all dimensions (physically, emotionally and spiritually), the more you realise that your motives must be geared towards positively impact on people.

Why? Because when you are at the top of a hill, the likelihood of you being a person being watched is very high.

Whether we deny or accept it, this is a fact. People are looking up to you. What lessons are you releasing to those who are your peers or under you or even above you at times?

Always remember at any one time there will always be one person above you, at your level or below you. But above us all there is a GOD who we must always remain accountable to.

PARTING SHOT

The power of prayer



I come from a place where I believe that prayer changes things. Having said that, I also believe we are called to work and pursue our goals with excellence.

What I'm recommending to us is; In our pursuance of wealth, let's always remember it's God who gives us the ability to create wealth. He gives us health. He gives us strength.

Ever remember that while it is good to work hard, it is better when God is on our side. This makes all the difference.



Run your race

It is tough when you want to break someone's record but it's even tougher when you want and have to break your own record.

Mindset is everything. We must conquer in the mind before the win is manifested. Your entrepreneurial journey can only go as far as your mindset.

The biggest mistake that people make is running a race that is not theirs, in particular, living for others. Or, worse still, is trying to compete with others when you don't understand why they are running that particular race.

As a business owner, you must be very clear about your own race. A positive mindset allows you to overcome many of the pains of an entrepreneur. The power of focus, hard work and belief in what you are able to achieve cannot be over-emphasised.

Yet along the way you need cheerleaders, mentors and people who believe that you can make it. People who lift your spirit at that dark moment. You need pace setters whose objective is not to compete with you but to help you succeed. This comes from a place of knowing that your win will impact the lives of many!



Give Me My MOUNTAIN

CONTACT US

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