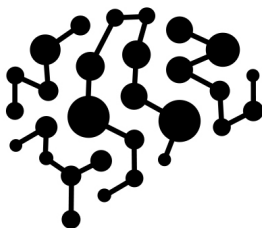


ONE GOLDEN NUGGET



**HOW TO
SURVIVE
AND
THRIVE
VOLUME III**

**JOE FOSTER, FOUNDER OF REEBOK,
RETURNS WITH POWERFUL NEW STORIES OF
RESILIENCE AND INNOVATION, CHANGING THE
WORLD ONE PAGE AT A TIME.**

Joe Foster



ADAM POPE

CEO of Spencer Churchill

Born and raised in Bolton, Adam and I share a geographical connection, but the deeper bond is in his knack for identifying white space — those often-overlooked gaps in the market that hold the potential for innovation and success. For Adam, spotting and seizing these opportunities has been a key part of his entrepreneurial journey.

Adam's upbringing was steeped in resilience and humility. Born into a family that had faced its share of challenges, his young parents, shaped by their experiences, lived in a state of hypervigilance, determined to provide stability and protection for their children. Adam, in particular, required frequent medical attention due to suffering from epilepsy and asthma, which heightened his parents' vigilance and care for their children.

As a child, Adam felt stifled by his parents' strictness, often interpreting their protectiveness as a barrier to his independence. Now, as an adult, he reflects on those years with gratitude, recognising that their discipline and tenacity were natural responses to their circumstances. He describes them as "supportive, encouraging, and nurturing." Watching his parents navigate life's challenges taught Adam an early and invaluable lesson in emotional resilience and the importance of not letting circumstances define you.

Adam reflects, "Everything I've achieved is built on the foundation my parents laid for me, and I owe so much to them." He remembers how, from a young age, his dad would walk into a pub or a family gathering and tell anyone who'd listen that he



was destined for success. Adam's mum was just as instrumental, nurturing a winning mentality in him and his brothers. However, he quickly notes that she also taught them that "success isn't just about ambition; it's about being good people, working hard, and doing the right thing." Now, Adam wants his children to grow up with that same confidence: "Because at the end of the day, the belief we instil in our children becomes the foundation of their future."

Adam's father, Lloyd, was a "self-starter" who ran his own businesses. Spending time with his father ignited Adam's entrepreneurial spirit. When the family's fortunes improved, and they moved out of their flat and into what Adam calls their "first proper home," it felt like a dream come true. Despite the improved circumstances, Adam's parents ensured he understood the value of hard work. "There was no silver spoon or pocket money [...] If you wanted something; you had to earn it," Adam recalls, whether through chores, working in the garden, or washing cars.

By his teens, Adam had turned these odd jobs into a burgeoning business in his neighbourhood, enlisting his brothers and friends to keep up with demand. At college, he expanded his hustle, selling phones, tracksuits, and organising events. While academics didn't appeal to him, Adam had an innate understanding of business and a talent for seizing opportunities. He expands, "Back in my party boy days, I was known for getting where water couldn't. VIP parties, sold-out events, after-parties — you name it, I blagged my way in with a with a good deal of charm and charisma." He continues, "Fast forward to now, and while life looks very different, I like to think my story does the talking these days. But every now and then, the charm and blagging skills come in handy."

One such opportunity came when Adam began helping his father with property development, and they bought a farm in need of full renovation. While waiting for planning permission, Adam boldly organised a rave at a farm they had purchased.



**"It's not where you start but where
you finish that truly matters."**



At just nineteen, he handled everything — marketing, ticket sales, and even hiring DJs — they sold 1000 tickets. Although the event never took place, shut down by police before it began, the experience was a pivotal moment. It marked Adam's first significant venture and, despite the fallout, demonstrated his entrepreneurial drive.



Nevertheless, the consequences were severe. It became the breaking point for his parents, and he left the family home. He turned to friends for somewhere to stay for a few weeks before eventually ending up sleeping rough on park benches. As the weather became colder, Adam resorted to sneaking into a local B&B, taking the key from behind the reception area, when it was unmanned, and staying in a warm, empty room until he was found out. Adam says his parents eventually became so sick of his behaviour they asked him to leave. At the age of twenty, he then sofa surfed until his friends' parents were also unable to cope with him.



At the time, Adam felt as though his parents' strictness was holding him back. Their unwillingness to let him fail led to a series of "really poor decisions and choices." Now, as an adult reflecting on those years, Adam understands that their tenacity and discipline were natural responses to the tragedies they had endured. That's when he found himself homeless, sleeping on the streets, park benches, or in the garden of his family home. It was a nightmare he endured for six long months. "I walked the streets at night just to pass the time," he added. "By the night's

end, I would have walked 20 miles instead of sleeping. I would just walk and walk and walk. It was winter, and it was freezing. Anything and everything would freak you out. I would sleep in the back garden of my mum and dad's house and leave before they woke up."

Despite these hardships, Adam continued attending college, completing coursework by day, and sleeping in a tent at night. But the physical and emotional toll of homelessness eventually caught up with him. When his tent and belongings were stolen, Adam dropped out of college. A brief stint in France and more sofa-surfing followed until friends offered him a place to stay, providing the stability he desperately needed.

Adam's first job in recruitment was a turning point. Over the next five years, he transitioned into sales, excelling in every role but often clashing with management. "I've basically been fired from every job," he admits, "not because I was rubbish, but because I was the top salesperson. That made me arrogant. I'd turn up when I wanted, wear what I liked, and do what I wanted."

Nevertheless, he experienced a few years of stability before facing a life-altering event in 2006, when he was attacked by seven men and stabbed in the neck. The injury was just "millimetres away from a vital artery in my head," he explains. During this difficult period, Adam's relationship with his father had grown distant. However, a decision to move to Switzerland marked the beginning of a transformative reconciliation. Working with his father again was a humbling and pivotal experience. "He helped me become a better person," Adam reflects, a commitment to growth and mutual understanding ultimately ultimately set him on a new path.



**"The belief we instil in
our children becomes the
foundation of their future."**

Over the years, Adam learned that with dedication, he could achieve anything. With his father and brothers, Adam helped grow their family business, adding “£23m in extra funds within two years.” Yet Adam felt compelled to strike out on his own. He identified an opportunity in financial negligence claims and, at the age of thirty-five, started a new business from scratch. Operating out of a small office in Bolton, with no clients, data, or funding, Adam built the enterprise into a thriving success.

As the business grew, Adam expanded into corporate law, founding a firm, Spencer Churchill, to run alongside the financial negligence part of the business. With no formal legal training, he hired a team of lawyers and support staff, developing innovative approaches to client service. “I looked at everything traditional law firms did and set out to do it differently,” he explains.

As one of only a handful of non-lawyers running regulated law firms, Adam’s outsider perspective allowed him to prioritise client-focused solutions over traditional practices. Adopting a multidisciplinary strategy, he explains, “I was fed up with having to deal with a lawyer and accountants, trying to coordinate six or seven people’s diaries, who rarely agreed and all wanted to be paid.”

In addition to advising his clients, producing favourable contracts, and resolving legal disputes, Adam is venturing into tech innovation. He is currently developing software that will “significantly accelerate



the drafting of various legal documents.” Embracing a forward-thinking attitude towards technology, Adam is also working on another platform which, he explains, “will revolutionise the process of buying and selling a business.”

Adam is also a natural networker, unafraid to reach out and forge connections, and it’s this ability that sets him apart from traditional law firms. Collaborating with influencers and athletes, Adam positioned his firm as a distinctive player in the industry. Hosting high-profile events, like Ne-Yo’s UK tour after-party, became part of his unique strategy to build brand awareness. A far cry from the rave that changed his life, Adam used the upscale event as an opportunity to bring together business owners and entrepreneurs, expanding awareness of his brand in a unique and memorable way.

The name Spencer Churchill — after Winston Spencer Churchill — was deliberately chosen to embody qualities such as “determination, victory, success, resilience, and Britishness,” while also nodding to the “military mindset” the company strives to project.





**“Rock bottom can be the solid
foundation on which you can
rebuild your life.”**



He takes great pride in his small team, remarking that they “achieve so much,” a success he attributes to careful recruitment and the specific characteristics he seeks in his staff. He explains that he doesn’t prioritise hiring “somebody who has been to Oxford or Cambridge,” but instead focuses on their characteristics and potential. “They have to be approachable and relatable, a lot like myself,” he adds. He also values people who are “competitive, curious, and determined to never give up.” Adam is also a strong advocate for apprenticeships. He states, “My best people have come by that method, and you can achieve and succeed by the apprenticeship route, over and above university.” He must be doing something right; they have worked together to achieve an annual revenue of \$5 million.

Reflecting on his inauspicious start, Adam suggests, “Success isn’t linear.” He is quick to highlight his “bad choices and mistakes” but also emphasises that “it’s not where you start; it’s about where you finish.” As a man well on his way to phenomenal success, Adam believes he is a prime example of someone who has learned from his missteps. He is eager to share, “Not every project or venture I’ve been involved in has succeeded, but one thing I’ve always been good at is learning the lessons and understanding the reasons why things haven’t worked out.”

Adam has now reached a stage in his entrepreneurial journey where he can take a step back and reflect on his true purpose. He's realised that there's more to achieve than just financial success. Looking ahead, his focus is to grow Spencer Churchill into one of the top 100 law firms in the UK. He explains, "I keep that hunger and that drive so that every morning when I wake up, it keeps me excited and driven. It keeps me purposeful and gives me a challenge." Not one to rest on his laurels, Adam is determined to continuously improve, stating that he's always keen "to do things better, faster, and easier." His pride in his company stems not only from the exceptional service he provides to clients, but also from his ability to develop and empower the individuals working for him.

Beyond business, Adam has embraced personal growth. Eight years ago, he swapped a partying lifestyle for triathlon training, completing the gruelling Bolton Ironman despite a serious wrist injury. This shift reflects his broader philosophy of resilience and continuous improvement. Despite his upward trajectory in the business world, Adam never forgets the sadness he once experienced. As a result, he prioritises personal happiness. To maintain his emotional well-being, he has developed a "checklist" that he relies on when he feels his mental state starting to decline. This proactive approach helps him stay grounded and focused on the positive aspects of life, allowing him to navigate challenges with a more resilient mindset.

At forty-four, Adam Pope's story is one of transformation. From his early struggles to his current success, he embodies the power of resilience, innovation, and a refusal to let circumstances define him. As he continues to build his legacy, Adam remains a testament to the idea that it's not where you start but where you finish that truly matters.



"Resilience means finding the strength to keep going when life pushes you to your limits."



**“Take action instead of
seeking perfection.”**



HOW TO
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AND
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