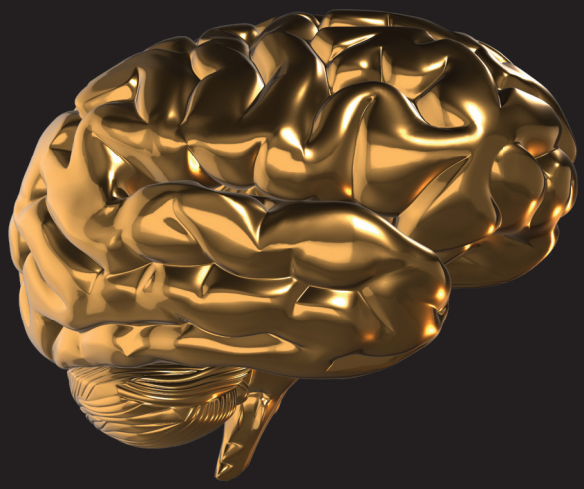
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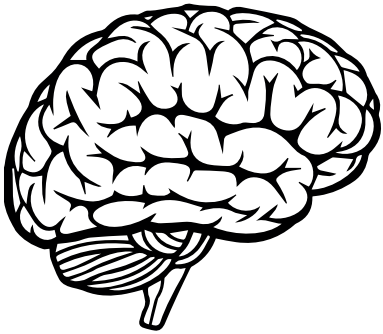
A journey of self-discovery
sharing wisdom and dream making



Steven Foster

ONE GOLDEN NUGGET

A journey of self-discovery, sharing wisdom and dream making.



Steven Foster

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Introduction

It's challenging when you get to 47 and you've been building your dream for 28 years only to realise that, actually, you are no further forward than when you started.

For sure, there have been many great experiences in that time. I've done stuff to be proud of, big stuff, but nothing has ever lasted for me. I've always built it and then seen it crumble away. That has been heart breaking. Some would say it's only a job, but it's not. It's more than that. My ideas, creativity, passion, and my soul has gone into every moment of it... aaahh forget that! What a load of nonsense. It's all just a game.

Now let's start the book again...

We are all responsible for our own lives. No-one owes us anything. If you screw up, take it on the chin and pick yourself up.

I've no time for self-pity, life is for living and I want more. I want to be better and I want to do something incredible with my life so I started on a journey of discovery. I'm a big believer that life is a reflection of the inner self and the 'reality' we see is just a reflected image of what is going on inside. I thought that to 'fix' myself I'd better ask some other people how they had overcome their challenging experiences and what they have learned from it.

Little did I know, this one simple idea would change my life. I've interviewed hundreds of people and thousands more have sent in their 'nugget', their one piece of life advice. The nuggets you will read in this book have changed me. You simply cannot talk to that many incredible people and not pick up new ideas.

I've spoken with CEOs and Vice Presidents from international businesses like Fed Ex and Burger King, Microsoft, Starbucks and Apple, small business owners, consultants, lawyers, celebrities, the guy who sold his business to Twitter, Elton John's PR man, and the entrepreneur who just lost everything and is starting again.

Everyone wants to share wisdom!

The beautiful thing is wisdom has the power to shift people. We call this wisdom 'Nuggets'.

One nugget can literally change your life. That is the effect of sharing wisdom.

Now I'm sharing those nuggets on the onegoldennugget.com website and turning all that I've learned from so many great people, into a network of wisdom which I hope you enjoy.

This is the first time I have created anything solely focused on the benefit of others, and because of that the universe is supporting me.

'One Golden Nugget, a journey of self-discovery, sharing wisdom and dream making', my first 1GN book, is the story of how I put the whole project together. The people I spoke with, the wisdom they shared, and where appropriate the nuggets which resonated with me particularly and became what I now call my 'signpost nuggets'.

Throughout the book you may find nuggets that resonate with you also, perhaps they will become your ‘signpost nuggets’. On occasion it may be on the second or third reading that the wisdom of another jumps off the page and changes your life.

The wonderful thing is, many of the people who have given their nuggets have now become my friends. They want to help. Why? Because they believe in the power of sharing wisdom for the benefit of others.

I hope you enjoy this first book and thanks for joining me on this incredible journey!

Steven
Nugget Collector



Chapter 1
Let The Nugget Hunt Begin!

Signpost Nugget One
From a galaxy far far away...

I started the nugget hunt in January 2017.

Warwick Davis was the first nugget. Warwick is an incredible person. He's risen to become one of the world's most successful actors.

Star Wars and *Harry Potter* are the two big film franchises of my lifetime and Warwick is in both.

I had met him a few years earlier when I was involved with *The X Factor* and subsequently we launched a business together. After a few lessons learned we closed it down. It was one of those good ideas that should happen but it didn't and that's fine.

In my search for answers to 'fix' myself I hold a belief that the nuggets and the people I meet along the way are the guides, the signposts. The clues are there if we choose to see them. In this book are many nuggets, all brilliant, but some of course stand out from others. I have numbered the nuggets that really resonate with me.

To be able to kick off my first chapter with Warwick Davis as 'signpost' Nugget 1 is a huge privilege. Like the wise master of one of his Harry Potter characters, it lights the spark and jump-starts the process with magic and pure wisdom.

Warwick's nugget is:



"Expect nothing, love what you do and live in the moment"

Warwick Davis
Actor

When *you expect nothing* there is no disappointment. Disappointment is a horrible emotion to experience. We've all had it. I think a small dose of it is OK but it kind of gets in the way of life.

"Love what you do", we've had this in many nuggets in different forms. That is because it's so true. I spent many years not enjoying what I was doing and it simply doesn't work. You can't sustain anything. You are on the wrong path if you don't love what you do.

- let's remember, there is no past and there is no future. The only thing that ever exists is the present moment.

'Get Lucky' by Daft Punk is one of my favourite songs from the past few years. Listen to the lyrics:

"The present has no ribbon, it's the gift that keeps on giving."

It's the gift that keeps on giving! If you haven't read Eckhart Tolle's book *The Power of Now*, please go and get yourself a copy.

So there is Nugget one shining bright! Nugget one contains three pieces of wisdom from a man who has taken life by the balls and I hugely respect him for it. I have a picture on the website of Warwick and me. Check it out. He's a wise, wise man.

Signpost Nugget Two
A Simple Truth



"Give"

Paul Turner
Seventeen Group

There is power in simplicity and there it is right on the page. "Give".

Looking back on my previous temporary failures, at times giving had not been a big part of what I was doing. For the moment I'm not talking money, I'm talking about a mindset.

Giving in every interaction we come across on our path. Why not give a compliment to someone? You don't know how much they might need it. To give by the service you render, whatever that might be, but to give the absolute best you can.

Why? Because when you give you get. That's the way the world works, I'm convinced of it. But the return won't necessarily come back from the person you gave to. And this is not my information - many, many nugget people told me the same thing. They were all givers. Some of the wealthy people I spoke to, massive givers. Because they know how life works!

Signpost Nugget Three
A Music Business Legend

The cool thing about 1GN is most people are responsive to an interview.

Jonathan Shalit might not be a name you all know, but he has been a hero of mine for years. In case you are unaware, he's the man who discovered Charlotte Church; he's worked with Cher, Sir Elton John, Joan Collins, Mel B and a host of talent show winners, among many others. When the British government needs advice about the entertainment business they call Jonathan Shalit.

What's more, he was awarded an OBE in 2014 for services to the industry. In short, he knows what he's on about.

Being entrepreneurial was in his blood as a child. He told me how he started out at 17 buying some wind surfing gear from the shop he worked in as the guy was going out of business. He sold it for ten times what he paid for it and brought a rail ticket around Europe. That was his first taste of being an entrepreneur.

"I don't think being successful is rocket science for 99.9% of people who have been successful", Jonathan told me. "Clearly in some businesses you become successful because you are mentally superior. i.e a mathematician, scientist or a doctor - but 99.9% of business is very simple. You've got to work hard, you've got to work harder than your competitors, you've got to be nice to people, you've got to get people to want to do business with you, work longer hours than your competitors, apply yourself more. I genuinely think the vast majority of people I meet who are incredibly successful in any walk of life worked harder and longer than their rivals.

The one advantage of age and experience is that you can use each hour

more valuably or you can achieve the same in fewer hours because by having experience you don't go down as many 'blind alleys'.

"Experience tells you when to stop perusing an opportunity and move on. Experience tells you when someone you are talking to simply isn't going to do business with you. Experience helps you waste less time."

He put his success down to the awesome team he has around him.

Jonathan finished up by sharing his 'One Golden Nugget':



"If you fail,try again.
Your life is in your hands,
you can achieve anything you want."

Professor Jonathan Shalit OBE
Chairman - InterTalent Rights Group



Marketing Idea from Jonathan Shalit interview

If you are trying to email someone important, work out their email address. It's normally pretty simple i.e. first name.last name @ company.
Send the email on a Saturday or Sunday when they are looking at their own emails, not their secretary. Be polite and show interest in the person you are contacting. If you send a standard email which is clearly topped and tailed, it's not going to get anywhere.

But if you make it highly personal and be honest, tell them you are intrigued by their business and a great admirer of what they've done. In most cases you will probably get a response.

Signpost Nugget Four
The Wise Dragon

Rachel Elnaugh is the British entrepreneur who founded the gift company Red Letter Days, but to most of us she is best known as an investor on the first two series of BBC Dragons' Den.

When I asked Rachel Elnaugh for her nugget I'm not sure what I expected it to be, or even if she'd reply.

However she did reply with a nugget and it's one of the most powerful concepts in the book.

What's more it's beautifully written so I'm just going to let her nugget speak for itself:



"Put your Dharma (or Soul Purpose) at the heart of your business. Understand that it is Source (the power of the Universe) working through you that truly gives your business its power.

Magic flows effortlessly when one transcends ego and moves into this alignment.

If business ever feels like a struggle for me it's a sure sign I've lost connection.

So I stop swimming and re-connect to the One (via sitting in stillness, calling in the higher powers and asking for Divine Guidance).

And from that place I pay close attention to what happens next!

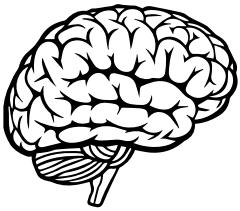
This may show up in a lightning bolt of inspiration, a sign, a phone call or email out of the blue.

Being tuned in to the cosmos is the most powerful sense you can develop - as Source is constantly whispering to us ways to fulfil our Dharma."

Rachel Elnaugh
Entrepreneur

After a couple of months of nugget collecting it was all going well. Clearly people were receptive to the idea and it was starting to take some form. Then some money showed up, a new project to do and I dropped 1GN. Same thing I'd always done, started something and didn't finish it!

Let's share wisdom!





"Talk less. Listen more."

Dan Pink
Chief speech writer for Vice President Al Gore
New York Times best-selling author and TED speaker



"Have intentions, goals and dreams, but hold them loosely enough that they unfold as they need to."

Darrah Brustein
Entrepreneur Author & Consultant



"Quiet your mind, sit with yourself and your answer will follow!"

Harmony Senko
Director of Recruiting - OTA



"Focus on the impact you can have on positive outcomes and accept what you cannot change."

Jeroen Tas
Chief Innovation & Strategy Officer - Philips



"At the end of the day we need to have the courage to do the right things and the grit to do them right."

Regina Borda
MD - Pizza Hut Europe & Canada



"Live life to its fullest, don't look back with regrets of the things you could have done."

Matt Blasco
President - Buzzlnsider



"What has helped me to success in my company is being positive. There are highs and lows in life and there are highs and lows in business. You can't have one without the other.

So if something goes wrong, I accept that it can't always be great; I look at what has happened, experience all the emotions that come with that, and then think 'what can I change here so that it doesn't happen again'. I realise that even the difficult times are positive because I learn from them."

Eve White
CEO - Eve White Literary Agency Limited



"The people who say it can't be done,
should not interrupt those
who are actually doing it."

Lars Lyse
CEO - Bolia.com



"Do things that would gain the respect of those who came before you."

Jonathan Freeman
Founder - Thinking House



"Love life and life will love you right back."

Janine Allis
Founder - Juice Bars & Retail Zoo Investor on Shark tank



*"You are the only one to decide what you can be.
Not your parents, not your friends,
not your frenemies,
not your investors or sponsors.
Cut negative people out of your world."*

Elisabeth Dana
CEO - Infinity Circle



"As an entrepreneur when things are going well you are everyone's hero. When things go bad you are a villain. This is when you must look inside yourself to see if you have what it takes."

Brian Chappon
CEO - FlyFit Global



"Always be of service."

Parry Headrick
Senior Vice President of Marketing & Communications
March Communications



"Anyone that gives you a chance to live and work abroad, regardless of any potential reservations, jump in, and embrace the opportunity! It will open your mind to professional and personal impact and growth, which the world needs more of right now."

Bill Genovese
Vice President Corporate Strategy - Banking and Financial Markets
Huawei Technologies



"When building a team it's always better to have a hole than an asshole!"

Ed Relf
Marketing Entrepreneur



"Don't stick to the typical paths that your grandma would be proud to tell her neighbours about."

Gastön Tourn
Chief Marketing Officer - Bettzeit



"Never stop learning at any moment of your life, this will keep you relevant and valuable. Look for new trends in your field jump on that wave and leave your pride and ego behind you, because pride and ego are the ENEMIES OF SUCCESS."

Ahmed Banafa
Professor - San Jose State University



"Compliment others for a job well done, because no one else will."

Michelangelo van Dam
CEO - ln2it



"'There is no shortcut to success'. From being an engineer specialized in electronics to now being responsible for the biz dev team with a growth rate of 230% in three months defines success. All this growth after three years of my graduation was a result of an unstoppable approach towards succeeding.
I grew this company and myself from scratch! Now we're expanding drastically. I never chose to be in sales and marketing, life brought me here coz that's where I was meant to be! Consistency, smart work and ability to tackle failure can get you to places you can't believe! Every day's a battle! Go for it!

Arundhuti Das
Director, Marketing and Business Development - Cloud Integrator Inc



"The life you have led until now doesn't have to be the only life you lead."

Paul Wakefield
Founder - FREEDOM Lifestyle Academy



"You can hustle in multiple directions as long as you know your ultimate goal."

Pinaki Saha
Principal - Anshar Labs



"The more you look, the more you find but retaining what is vital and linking all the facts together, without bias, is hard work.

Really looking, seeing, listening is as vital as showing respect and interest.

Once you understand what the terrain is you can map a strategy. Many mistake comfort for experience and try to force their past into decisions. To be truly of value one must keep up to date, innovative and creative when needed.
Take risks as if this was your child."

Budd Margolis
Retail Expert



"Understand how your outcome is connected with your thoughts. Quantum physics helped me build a profitable business at age 22."

Frank Fourie
Founder - lamfitceo



"I have a massive 'Do Not Do' list which gets bigger. What 'Do I Do' really well that no-one else can do? Something which others perceive as value. Focus on that and 'Don't Do' the other things!"

James Potter
The Linked In Man



"Treat everything you think you know as a hypothesis - and always be testing."

Mark Cameron
CEO - W3.Digital



"It's hard to get perspectives on problems sometimes. Nothing is insurmountable, break everything down into small chunks."

Daniel Shearly
Director - Billie & Belle



"Your success is intrinsically tied to your employees' success, happiness and emotional safety.

Help them succeed first and foremost, and they will bring in the numbers for you, it's a flywheel effect, but it's up to you to put the consistent effort in first."

Raouf Kishk
CEO - Every Body Matters



"Don't relent.
Because 95% of people will."

Robert Hocking
Principal Consultant - Virtualiq



"All regrets are thinking errors,
live Courageously."

Steve Mann
CMO - ThetaRay



"Do you sometimes hear a
little voice inside you, telling you that you can
be, do, achieve so much more in life?
That you can make a difference?
That you matter?
She speaks the truth.
Listen to her!"

Dr. Natalia Wiechowski
International Keynote Speaker & Personal Branding Strategist



"Rules for education:
1. Teachers - Inspire desire.
2. Students - Make good choices."

Linda Goetze
President - Blockchain Chamber of Commerce



"Take imperfect action now."

Angel Ribo
CEO - Consultant



"If there's anything the second law
of thermodynamics teaches us,
it's that life is devoid of intrinsic meaning,
and nothing is going to end well.
Nevertheless, there's nothing
stopping you from enjoying
the ride along the way."

Keir Finlow-Bates
Founder - Thinklair



"Put your mental energy into the positive and pro-active even when the negative is at its noisiest."

Rebecca Oatley
Cherish PR



"Focus on the numbers. Focus on the profitability and anticipate the down times."

Jayne Alexander
CEO - The Dovetail Agency



"Confidence is the one thing that changes everything, Once you have confidence you can achieve anything."

Heather Monahan
Podcast Host, Best Selling Author & Keynote Speaker



"Everyone has amazing skills and strengths - find them, and play to them to be as useful to others as you can be."

Alex Stephany
Founder & CEO - beam.org



"Embrace your personal difference and turn it into your own brand."

Estelle Lloyd
Co Founder & COO - Azoomee



"Don't make excuses, take ownership. You then empower yourself to find a solution. Don't take a victim mindset. Take ownership, and you will reach a positive outcome."

Steve Glaveski
CEO - Collective Campus



"Stay humble.
Listen with open ears and zippered lips.
But then take the advice
and carve your own path with it."

Connie Kwan
Chief Product Officer & CEO - Product Maestro



"Always find time to reflect."

Emma-Louise Munro Wilson
CEO - EMARI Group



"Trust your instincts."

Courtney Lukitsch
CEO - Gotham PR



"If you have an idea, build it, test it and
try it out. Continuously re-create it.
We have to find a lot of failures to
find out what works well."

Harold Dickenson Jr
Founder - Kanousei



"Success in your career is based on who you know and who knows you. When you're the recognized expert with an exciting vision of the future, you get invited to take a seat at the table, and when you're of service to others, you get invited back."

Denise Brosseau
CEO - Thought Leadership Lab



"Never under-estimate the power of the pause. Stop. Think. Gather your thoughts. Assess the situation. Only then - act."

Matthew Leopold
PR & Brand Director - RingCentral



"It's so important that we are guided by our own internal compass. Opinions are everywhere, you have to decide in your heart and mind what values you are going to live by. Always listen and take input from others but be guided by your internal compass."

Mike Chaney
Former Vice President - Procter & Gamble



"Never stop learning, a hunger and thirst for knowledge. That's what drives me. Even if I fall down and make a mistake. I jump in with the curiosity of how I made that mistake. Learn from the experience and move on."

Daina Middleton
CEO - Ansira



"Carpe Diem, look for the positive in every situation. A few years ago, I had a year of tough challenges: my wife was diagnosed with breast cancer, my mother died from a stroke and my sister died from ovarian cancer. It reminded me how fragile and short our lives are and that whilst we should certainly plan for the future, that should not take away from enjoying the life we have now. My personal positive outcome was to buy a canal boat and I am now spending a year travelling the UK canal network."

Jim Smith
VP Digital Transformation & Customer Experience - Saint-Gobaine



"Execution is getting things done without drama."

George Drimiotis
CEO - Cardlink



"Make sure that you find a way of feeling a sense of achievement, because it's going to be quite a way until you actually see it in your business."

Roger Longden
CEO - ThereBeGiants



"Whilst we nurture our clients, it is equally important you nurture and look after your staff. Because without them you don't have a business."

Emily Aklan
CEO - Serenity Welfare



"Never be afraid to scrap all that you have slaved and sweated for, salvage the best bits, and start over from square one with a blank sheet and a better idea."

James Nimmo
Stategic Adviser - New Hill



"Enjoy the tough times as there is no better life coach than living through challenges, and treat the most serious of challenges as nothing more than another step that you need to take on the road to your individual definition of success."

Anilesh Kumar
CEO - Levtech Consulting



"Sometimes you have to work harder before you know enough to work smarter"

Enrico Palmerino
CEO - Botkeeper



"The word impossible was made up by weak men as an excuse for their lack of bravery in the face of challenge & the unknown. Nothing is impossible when you dare to dream big, when you discipline yourself to work hard every day and make the conscious decision to never give up, no matter what."

Julie Hubert
CEO - Workland



"Life is defined by moments, don't miss them by not being present."

Deena Habib
Marketing Director - Finastra



"Staying lazer focused. You can run only one major project at a time, after all, we are human."

Abe Seksek
Co-founder - Crystel



Chapter 2
Letting Go

13th January 2019

It was January 2019. Two years after I started the first hunt for nuggets. The money that had turned up, which had stopped the nugget hunt previously was all gone, the project had ended and with it most of my other income as well.

To put it in a nutshell, as usual things had not gone quite to plan and I'd not saved any cash to ride the bump and was now pretty much deep in it again.

Lovely... this is where I was…

Nothing I was doing was working. Not a thing. Barriers and knockbacks in every direction. Now my previous reaction to this would be to panic, run for the hills, make some quick but useless decisions and get myself deeper in the brown stuff. But this time though I didn't. I paused and thought about the situation and what it was showing me.

It was showing me another path, the old was falling away to allow the new in. It can never be any other way.

"Yeh, whatever" I hear you say! I'd semi-screwed up again and this time I thought I'd just focus on doing something I loved and that was asking

people for their nuggets.

Just like anyone, there are many things I'm not great at. In my early life I used to beat myself up over it, all the time. However, with experience you come to understand that it's ok. You aren't meant to be great at everything.

I think that mindset only comes with having been through some stuff. It's something you have to learn the hard way, and eventually the stuff you don't do well, you just get someone else to do it, someone who flourishes in that area.



"Change
is the only constant."

Nicci Take
CEO - M62 Vincis



"Strong belief in your mission
and purpose will carry you
through the inevitable
difficult times you will
face as an entrepreneur."

Jared Koch
Founder - Clean Plates

The one thing I have become reasonably skilled at is brand building.

I just Googled the definition of ‘brand building’ and it says ‘Brand building is enhancing brand equity using advertising campaigns and promotional strategies. The goal of brand building is creating a unique image about the company’.

Immediately I set about creating a proper brand around 1GN. I’m an ideas person; I don’t do the design bit. I direct, like a conductor of an orchestra. So I’m only as good as the people delivering the work. In the case of 1GN that’s down to David who works with me. An incredibly skilled man, he delivers design, animation and photography. There is a nugget. You don’t want numbers of people, but the people you do have around you need to be the best they can be. With David that’s always been his attitude. He’s just a happy guy. I want to be more like David! But my personality won’t allow it. I have to be at the front driving it, treading the untrodden path all the time. I wish on some days it was different and I could just fade into the background.

We created the first ‘brand’ online at the start of February, a starting point I was happy with. For me it’s about creating personality and the only way to do that was for me to put myself at the centre of it and develop the story around me.

I found on LinkedIn everyone kept banging on about the awards they’d won, how great life was and the huge success and wonderful time they were having. I think that’s called ‘virtue signalling’. So I went completely the other way. My LinkedIn profile reads like a mish-mash of brilliance and complete disaster.

Having been to rock bottom twice was how it started out in February 2019. I changed this to ‘Been to rock bottom three times!’

I thought reflecting the truth would be the best way to promote myself with 1GN. Yes, I'm a total failure at times, I'm human. I try things and make mistakes, I get it wrong. I get depressed when I get it wrong. I come out the other side and have bursts of creative brilliance, then I get depressed again, mess up again, fall over, say the wrong things, get back up again and repeat.

All with the continued belief that one day, I will sit there and go 'yes, I made it'. But that is another conversation. Truth is we never make it. There is always another mountain to climb, another test to overcome. It's never going to end, and that's what being human is about.

Some people choose to tip toe to death, in the hope they won't get scars. It's not like that for me. As I write this I'm face down in the mud, blood stained, but inside there is still a spark of belief so onwards we press. Just get straight back up again and press on.

As I wrote this book I was hoping to get to the end and something magical would happen, something life changing. You know the story - where the investor turns up riding a white horse shouting 'Steve, you are incredible. I see your vision'. But not currently. Actually that was one of the nuggets, "don't expect people to see your dream". To be fair why should they? It's your dream.

Something clicked. Take responsibility and make it happen.

Owning a business can feel so hard, and such a lonely place to be. Again, more feedback I've had from the nuggets. Mine, and probably yours, is not a unique experience, most of us have been through something similar many times.



"Wear risk, it is fashionable and glamorous."

Ms. Usha Nirmala
Co-founder & CEO - moolya.global



"You don't know you can fly, until you take away the safety net."

Emma Wellings
CEO - emma wellings pr



"Never allow yourself to believe it can't be done. Focus on creating the belief around you, and it will be done."

Hazel Maria Jones
Director Apps and Wearables - NHS Digital



"Not to despair when you find yourself in the wrong place. Look for the silver lining. It's not about avoiding this from happening, it's about having the mental resilience to take it on the chin and make it a strength."

Nader Hosni
Senior Director for Digital Transformation



"Be genuine in all your actions and speech... it shows if you are trying to fake it."

Karthik Tirupathi
CEO - Napier Healthcare



"Be an open, transparent, fair and respectful team player and help other people which really need and deserve it and your life and you will be a successful and respected person."

Heinz Nowicki
CEO - Nowi Group

Building The Brand

We created a brand and it looked great. Really great. I embarked on some LinkedIn marketing and the floodgates opened. Hundreds of people applied to be interviewed. That felt good. For the first time ever, everyone was saying ‘yes’. If you are in business you understand just how many times you hear the word ‘no’.

One of my lifelong friends, I call him ‘Cheese’ runs a very successful business producing merchandise for theatre shows and rock concerts. He told me he just goes from meeting to meeting getting a ‘no’, and then occasionally someone will say ‘yes’. That’s how he’s built a multi-million pound empire, by understanding that principal. I on the other hand, I take a ‘no’ like a stab in the heart, a personal rejection of me and my beautiful idea. On that one point I have to improve and quickly.



“No fear of rejection = Freedom.”

Ivor Lyons
CEO - JumpinJuice.co.uk



*"Don't be afraid to fail.
Failure brings wisdom and
learning faster than any degree."*

Johanna Salazar
Co-founder - Two Goats, Inc.



*"I let the fear of
failure drive my success."*

Roger Woodall
MD - Bournemouth 7's



*"Never assume anything and
be curious about everything,
there is always something /
someone you can learn from."*

David L
Vice President - Head of Branded Content
Conde Nast Entertainment & CNX

However, with the interview process there was no rejection, people were just delighted to talk to me. Why? Because it was completely about them, their journey, their story and their nugget. They spend 15 minutes on the phone telling me about themselves and feel good after.

If ever that was a golden marketing tip, there it is.

People aren't interested in you, your brand, how many awards you've won and how great you are. They are interested in their needs, their problems and themselves. It's how we are constructed mentally. Understand it, and use it to the best possible advantage.

I'm not saying we don't care about other people, have empathy or want to help. What I'm saying is most of us run around all day just thinking about our own little world. After all, we are the centre of that world. Which is always interesting. I've spoken to people on the nugget calls who have literally just lost a business and had to start again. I have empathy for them but my advice is always the same. "You have only lost if you give up. You are a success, keep going, it happens to everyone. Learn the lessons and grow."

Their problems feel so small, yet I'm going through the same struggle and this is not the same. I can give out the great advice, but taking it is always a harder pill to swallow.

As I write this I am reflecting on the journey so far with 1GN, and find it ironic that I'm talking about people's nuggets, and one piece of life advice they learned in a challenging situation and at the same time going through a hell of my own making as well. I have to consider that perhaps life is giving me that experience so I can document it, and live it. Lovely, thanks for that. A full immersion experience.



"Fear of rejection.
Not being afraid of hearing a no!"

Massimo Chieruzzi
CEO & Co-founder - AdEspresso



"As an employee, emotional intelligence is the defining element of who will be successful in their careers, because it is how we present ourselves in our working relationships both internally and externally that determines how well we progress."

Robert Healey
Founder - Relentless Privacy & Compliance Services



"Consistency and believing in myself. Never see things as a failure. Everything happens for a reason, believe in your abilities.
If you want to get to a target, you can't look down to test the ground on every step. Put your eyes far and you will get there. I'm not going to be afraid of a future which is unknown."

Daryoush Golfar
Head of Sales - Mazaya

Signpost Nugget Five
A Message From San Francisco

Leo Giel is Chief Revenue Officer of a company in San Francisco called You Appi, which is about changing the way brands leverage mobile media to engage with consumers and generate return on ad spend.

They raised $13million so I thought this would be a perfect nugget.

The call with Leo was one of those life-changing calls. The information he was sharing resonated deep within me.

Leo's nugget is:



"Every time I thought I was going to lose and quit, I pushed harder and then I would win."

Leo Giel
Chief Revenue Officer - YouAppi

Looking back on my previous temporary failures I realised that actually it was always me who had given up. I thought I'd reached the point where it was terminal and stopped and started doing something else. In hindsight perhaps I had previously given up too early and if I'd given another push perhaps things would have changed. Who knows, who cares? What is done is done. But it does raise the question of knowing when enough is enough and you are actually down that blind alley Jonathan Shalit mentioned. I guess we can only answer that in the moment based upon the facts we have.

I do, however, think I could have relaxed a little more previously and just pushed again.

I was so impressed by talking to Leo I thought I'd just get on a plane the following week and go and see him in San Francisco. I didn't have the money, that was of no concern. I just decided I'd go and find a way to make it happen.

A San Francisco Hotel Room - Feb 2019

I can honestly say, apart from the odd cold once a year I'm lucky enough never to be ill.

I landed in San Francisco the following Tuesday, for a meeting with Leo on the Wednesday and had the rest of the week booked out back-to-back with nugget interviews. This was my opportunity to take San Francisco head on, make some incredible connections and potentially find someone who would want to invest £10million into 1GN and turn it into a something truly global.

However, I woke up on that Wednesday morning and couldn't get out of bed. Every fibre in my body was aching and it was horrendous.

I managed to get over to Leo's in an Uber. Said hello, felt ill. So stayed 10 minutes, got back in an Uber and to the hotel. There I stayed for the next 5 days, without moving.

In retrospect it was a strange experience. It was almost like life was saying: 'No you aren't ready. No to everything. Get in bed and stay there.' Given as I've said feeling ill isn't something I'm used to you have to consider the timing here.

However, what I did come away with was just one piece of advice from

Leo. He told me I was "building a platform of wisdom". Up until that point I'd never considered 1GN as a platform of wisdom. Furthermore, he told me there wasn't anything else like it.

Maybe that's the only reason I went to San Francisco, just to hear that advice? That's certainly how it turned out. What that one sentence did was focus my thinking on what 1GN could become. That 'something clicked' moment!

A platform of wisdom, people sharing wisdom, ideas and connecting. No selfies, or fake news or anyone with that negative stuff. Just sharing wisdom for the benefit of others. Nice. Thank you to Leo for the signpost.

Let The Nuggets Flow - March - April 2019

The book submissions closed 30th April on the website. To sum up those two months, I would just say 'crazy'. We had more than 3500 applications. For a little operation with just two staff this was a big workload. I was on the phone for hours at a time. Talking to Australia in the morning and US in the evening. With UAE, Europe and, of course, UK fitting in the middle.

I loved it, the nugget people loved it. I think on reflection it was a mini therapy session. We talked about a testing time they had overcome, what they had learned from it and it reminded them just how far they had come. I made many friends and the 1GN campaign dissolved all barriers. Unreachable CEOs are now on speed dial. I've never known a response like it. Best of all they would all tell me how much they loved 1GN. Wow, we are building fans! That's how brands such as Apple and Lush have done it. Dedicated supporters, and ours were growing by the day.

I'm forever grateful to everyone I spoke to. For me it was a masterclass in life and business lessons. Everyone telling me their one piece of wisdom. It's changed me in ways I couldn't imagine and it was just such a positive

experience. I also learned in this time that the nuggets had the power to shift people. One piece of wisdom can change the course of someone's life. A minor shift now, 10 years down the line, you are in a completely different place. It's the butterfly effect.

People were telling me how much they enjoyed the nuggets, I even got some fan e-mail! That is a beautiful thing, that the nuggets have that power. For the first time in my life I'm doing something solely for the benefit of others, and it's catching fire. It feels really good. Now it is time to see if there is a genuine business opportunity here, to benefit everyone.



Marketing Idea
Video Messages - Piers Morgan

There is no nugget from Piers Morgan.

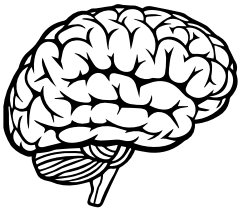
I had an idea in February 2017 that if I got on breakfast TV I could talk about 1GN and get some national exposure. I had his email, so I devised a number of films with me asking him on camera if he would have me on as a guest on the show.

No response ever came. You can see one of the films on the website. But the thing with doing the films and creating the idea of going after Piers Morgan is it generated energy.

We had begun and it felt good.

Also, it gave me something to talk about, a story to tell. So the idea in retrospect had many positives to it. It's also a great marketing idea. Emailing someone a direct message you have recorded.

Let's share wisdom!





"Life is abundant, there is enough to go around for everyone."

Clare Elliott
Group Head of Marketing & Business Operations
Wilton & Bain



"Develop your vision and monitor it daily."

Mike Ormesher
Owner - Ottersbrook Design Consultants



"Selling is just a conversation with money at the end."

James Newell
Founder - Clear Sales Message



"Failure is not to fall off the bike, but to never get on it in the first place."

Sean Smith
Director - Business Doctors



"Operate without ego and empower those around you, and when the shit hits the fan, all your people are there ready to help you out of it. Eveybody owns the problem."

Nick Dryden
CEO - Sthaler



You gotta have a decent tolerance for risk, have patience and care about things. Being an entrepreneur is a risky proposition, and can be lonely. Be more interested in the process, finding ways to have fun with the unknown and the grind of it all."

Brandon Steiner
CEO - Steiner Sports, Author & Keynote Speaker



"How good are the questions I'm asking? Always ensure you are asking the right question of the right person who has the knowledge and ability to answer accurately, without making assumptions. This one tiny thing is the difference between success and failure."

Papillon Luck
CEO & Founder - Fifteen Degrees Limited



"Be healthy, be happy and be content - Meeting ambitions is a natural next step."

Chai Rajebahadur
Senior Vice President and Head of Europe - Zensar Technologies



"Nothing too small to know,
nothing too big to attempt."

Peter French MBE
MD - SSR Personnel



"People who lack imagination,
cannot imagine what they are lacking."

Sultan Omar
CEO - Eltizam Asset Management Group



"Know your outcome!"

Celia Sawyer
CEO - Celia Sawyer Luxury Interiors



"Money is not the right purpose
to become an entrepreneur."

Timur Gedik
CEO - Herr



"Success is a result of hard work, talent and luck. If you have the talent and work hard the luck will eventually come your way."

Mike Northall
Director - Horizon Strategic Partners Ltd



"Know your audience!"

Ilana Golan
CEO - Golan Ventures



"When in college and deciding on a career path, choose something based on your interests, not just on the average salary once you graduate. There are many positions in any industry where you can make a great living, and even write your own ticket. You will be doing this for a long time, so make sure you enjoy it."

Daniel Collins
CEO - Franchise Business Development



"If you waste all of your energy copying competitors, you'll never find time to make your business stand out. Do what is right for your audience and customers, and your competitors will be copying you before long!"

Matt Janaway
CEO - Marketing Labs



"When thinking about the best way to motivate people, remember: There is a big difference between fear and respect.
Fear follows you out of the room,
but respect lingers long after you've left."

Anders Nilsson
Head of External Communications - GoCompare.com



"Think like a child and hire those who do also, as they are the fastest learners."

Richard Skellett
Founder - Allied Worldwide



"We spend an enormous amount of time goal setting - on 3 year and 5 year plans - while the environment around us is changing so rapidly and making most planning exercises redundant. Instead what we need to focus on is reacting to opportunities in front of us. Each of us - in every role - have large opportunities ahead of us in every turn. How best we turn our attention to the 'present' and make the best of opportunities is way more important than trying to deliver to redundant plans."

Anand Ramachandran
CEO - Fantain Sports



"l think a lot of the time people tell you the importance of patience, but I would say since I've founded my company. It's not that simple. It's about balancing when to be impatient and when to be patient. When you are starting a company, it's very important to realise when something just isn't working. That's the time to be impatient."

Gobi Dasu
Founder - Learning Dollars Talent



"Strategy is a tactic that worked: try stuff out, ditch the failures quickly, nurture the successes."

Roger Jackson
CEO - Shopper Intelligence



"All of life's questions are answered in the movies."

Tim Burden
Event Producer - www.timburden.com



"It's better to have the tail of an elephant, than a whole dead rat!"

Jai Tolani
CEO - Davva



"Decide on a career that you would be happy to wake up on a rainy, cold and dark morning for."

Seth Amoafo
Founder & Director - Passabudhabi.com



"Everyone knows someone that someone else should know."

Rick Turoczy
Co Founder and General Manager - PIE



"Always focus on giving value before asking for something back."

Diego Bivero-Volpe
CEO - Soda



"No good picking up speed if you're on the wrong road."

Derek Lackey
Managing Director - Newport Thomson



"Always remember that you own your personal brand and you are ultimately responsible for what you make of it."

Jim Cahill
Head of Social Marketing & Chief Blogger - Emerson



"Never give up."

Alan Timothy
CEO - Profile Analysis



"You're just one decision away from a totally different life."

Abhinav Chadha
Event Manager - TEDx University of Birmingham



"Good things come to those who wait,
great things come to those that don't.
Take your chances."

Tim Johnson
CSO - Visualsoft



"It's all about the journey, enjoying the journey. Because there is nothing at the end of it.
It's about learning what nourishes you. Nearly all my breaks, have come from situations and people l've developed relationships with. And sometimes the big break can come totally un-expected years later after meeting someone.
Be very very patient."

Nick Hart
CEO - Spencer Hart



"All true leaders lead with a servants heart.
It's all about the giving and pouring of yourself into others that makes them and yourself truly be able to live a life of abundance!"

Jack Scott
Founder - WeSat Inc.



*"There is no such thing as work/life balance.
You can't be 50/50 in anything you do,
you have to be 100%.
Wherever you are, be in harmony.
Because harmony is work/life balance.
Being present in harmony."*

Judy Hoberman
CEO - Sellinginaskirt.com



*"When it comes to bad relationships
(business or personal), everything
comes out in the wash, as long as
you are Bold and Vanish!"*

Philip Peters
CEO - Leading National Training



*"Action precedes motivation,
inspiration and confidence."*

Teemu Mattila
Investment Manager - DN Capital



"Never ask for permission. No-one is ever going to tell you it's ok to do something disruptive! So many people I know are scared of setting out on their own, because they are worried about the consequences of failure. It would be shame that falls upon them if it doesn't work. Don't be scared, the world doesn't look down on you. What the world looks for is the people who have big bold ideas, setting out on adventure. Progress comes from entrepreneurial spirit, it requires grit, determination and a bold vision."

Ernesto Schmitt
Co-founder - The Craftory



"Out work everybody, hard work early in your career will separate you from the pack early enough to start your climb. And when you fail at something (and you will) be the first person to point it out. Learn from it and laugh it off!"

Janet Schijns
CEO - JS Group



"Maintaining an optimal balance between one's capabilities, passion and opportunities is a proven way to succeed. In other words, do the best in terms of what's offered to you, what's exciting for you and what's easier for you to work on. Such a balance isn't easy to achieve, but pragmatic and strategic approach can help you lead there. The best way to check whether the balance is optimal is to see if you're creating real positive impact on real people. In short, you can never go wrong if you make sure to help others!"

Badri Narayana Gopalakrishnan
Founder and Consulting Economist
Infinite Sum Modelling, McKinsey and University of Washington Seattle



"Be clear about your mission"

Rodney Gainous Jr
CEO - CodeSigned



"You've gotta give people reason to change behavior. What's in it for them? It needs to always be a win/win."

Neville Joffe
CEO - Bizwisdom.com



"As a business owner, you need to be the closer, not a sales person. Having the best product/service and not being able to get it to the world, does not help them or you."

Craig Keegan
Owner - Property Profits Network



"Always believe that your people are better than you initially think, and they will never let you down."

Neil Ashworth
CEO - Collect+



"Business is a contact sport.
The more conversations,
the more interactions,
the more value you create
through active listening and
selflessly giving advice,
the more opportunities arise."

Danny Somekh
CEO - Huddle Creative



This is a nugget that
resonated with me:

'Being all things to all people
is a recipe for mediocrity.
We stayed true to us,
being selective and not
saying yes to everything.'
Richard Branson

Rosie Davies-Smith
Founder & Director - LFA | Founder - PR Dispatch



"If you want a fulfilling,
forever job, figure out
WHAT PEOPLE REALLY NEED,
then figure out
HOW TO GIVE IT TO THEM,
in ways that benefit everyone involved."

Robb Olsen
Founder & CEO - TransOrbital Dynamics LLC



"In meetings it's easy to react
emotionally especially if it's tense,
absorb what's being said, listen
and react with patience.
Be a human being not a jerk."

Mike Peloquin
VP Business Development - Rocksauce Studios



"You have 2 ears and 1 mouth,
learn to use them in proportion!"

Adam Holby
Director - Fair Pay Services



"Confront the myth of buy-in.
When leaders need to make a change to improve customer service, organizational efficiency, or anything else, the leaders can be seduced by legions of change consultants who tell the leaders that in order to have effective change, they first need to gain buy-in from their employees.
This is nonsense. The old model of change is that we first change hearts and minds, and then change behavior. The new model of change is that behavior precedes belief. Do it - even before you believe it - observe the results, and then overcome your skepticism not with rhetoric but with evidence. When leaders accept the myth of buy-in, they give to their most difficult and negative employee veto power over promising changes. Make the change, observe the results, and if you are wrong, admit it quickly. If you are right, that's the new way of doing things whether or not people buy into the methods."

Douglas Reeves, Phd
CEO - Creative Leadership Solutions | Author of more than 30 books on leadership including "The New Model of Change. "



"Take a road trip...
There is nothing like getting out on the road with a friend, colleague, mentor, boss or customer to truly connect.
By getting in a car and driving to the next meeting or a series of meetings you learn a lot about who people are and how they think.
Conduct an interview by handing the keys to your car to a prospective new colleague and driving to lunch out of town.
Learn all the things you would in a regular interview plus how risk adverse they are, how they handle stress, can they be present, their patience, how dominant they are and most importantly, how they will fit with the culture of the team."

Evan Hopkins
VP Global Sales - Outdoorsy



"You can never go wrong by doing what's right."

Jeremy Parker
CEO - Swag.com



"Keep going no matter how big your dreams and you'll get there eventually."

Jay Stansfield
Director - The Songwriting Company



"Every complicated problem has a simple solution."

Max Artemenko
Founder & CEO - BCI Summit



"You can predict the bad news but you can not anticipate the good."

Fergus Lawlor
CEO - Purple (Public Relations Ltd)



"If you fail to plan, you plan to fail."

Christian Kaberg
Group Operations Director - St Pancras Hotels Group



"Take a look inside and follow a path YOU want to follow. We're all influenced by society and others - try to minimize that and follow your ambitions."

Bradley Jacobs
Head of Carrier Operations - Uber Technologies



"A 1,000 no's can't break you, but 1 yes can make you."

James Absalom
Group CEO - Walter James



"Truth is power."

A. Paul Gill
CEO - Lomiko Metals



"Your customers are not Kings and Queens, but your employees are Royalty that serve them."

Tendaishe Masuka
CEO - Neurochain



"Build a support system by surrounding yourself with people who excel at what you don't. Find a partner who motivates you and compliments your skill set. Hire staff who know more than you do at every turn. Build an advisory board. Do anything and everything you can do to avoid missteps."

Tiffany Rafii
CEO - Upspring PR



"Don't just conform to the accepted wisdom, create your own criteria for success, write them down and use them as a barometer to keep you on track. Do an annual audit of your life. It's a far more sensible way to reframe what you actually want to achieve."

Cian Mcloughlin
CEO - Trinity Perspectives



"Positive attitude is key to achieve a life of happiness. Create good memories and live like there is no tomorrow."

David Torres Mora
Head of Brand - One Golden Nugget



"Keep going, keep persevering and it'll happen. Keep faith through thick and thin. Back yourself, keep believing and the answers will come."

Dr John Steele
Inventor



"Make play pay. Context choose a career that you are passionate about and make it pay."

Michael Fasosin
Director - Bluebell.io



"What makes you unique makes you successful. Have the courage to be yourself - always."

William Arruda
CEO - Reach Personal Branding



"Never let the boundaries of reality get in the way of a winning idea!"

Mike Faith
CEO - www.headsets.com



"Only raise money from VC's unless you absolutely have to, and even then, you might want to think twice."

Mike Strasser
VP & GM Detection - Imperative Care



"Never think you are the best at what you do."

Meri Mance
MD - Mance & co



"Be the person today you would be proud your kids grew up to be."

Martin Millard
MD & Owner - Harcourts Solutions Group



"Just do the right thing.
Play the long game and your
customers will always come back.
Don't pay lip service to this topic.
If you cock up, fix it straight away.
Be absolutely passionate about
looking after your customers.
Actually, don't be passionate,
be obsessive."

Callum McCormick
Founder - DX Commander Ltd



"Time waits for no one.
Use every breath -
inhale with patience,
exhale with urgency.
Understand where to
be patient, but operate
with a sense of urgency."

Jens Stoelken
Partner - The Many, LLC



"I'm continuously looking for ways for our company to save money. Some examples are last minute bargains like remnant ads or trade show booths that are not filled yet. No-one wants to leave ad or booth space open."

Matt Butler
Founder - Rollors



"Sound preparation is your flightpath to success."

Christopher Williams-Martin
CEO - FlyEliteJets.com



"Always strive to be the best you can be, in all that you do and wherever you are."

Chris Mason
CEO - Namos Solutions Ltd



"People tolerate being managed, but they love being led."

Stuart Wyatt
Author of 'The Secret Laws of Management'



"If there is an issue in business often it's the process not the employees. Take responsibility and fix it."

Stephen Hill
MD - Purdey



"Don't look for opportunities 1 rung up the ladder. Push for higher, 3 rungs up. That's the way you get quick progress."

Tom Bureau
CEO - Immediate Media



"Even in the depths of adversity, have the courage to maintain your integrity, as how we are is at least as important as who we are. Respect for yourself and those of others is what will sweeten success thanks to enduring collaboration enabling you to draw learning and inspiration from setbacks without reproach."

Piers Corfield
Founder & Chairman - Dashboard



"Always push, keep pushing and believe you can push more until you achieve your goal!"

Myriam Dimitriou
VP, Talent Acquistion, Intl - First Abu Dhabi Bank



"Never stop learning, but be inquisitive for new ideas but also for new views on old ideas."

Preriit Souda
Director - PSA Consultants



Chapter 3
Roller Coaster Ride

Cassette Tapes, Raves And Sweeping Floors!

As a kid I read all the books I could about my pop music heroes, The Beatles, often wondering what it would be like to be even a footnote in their incredible story. Back then there's no way on Earth I could have imagined the way in which I ended up creating my own little bit of music history - as part of the UK's Rave scene.

To those that were there in the late 1980s and into the 1990s, the Rave scene remains a defining moment in their lives, something to treasure, great times of which they are rightly proud to have been a part. It's important to acknowledge their importance, particularly at a time when original Rave is exerting such an influence over contemporary pop and dance music again. It is a vital part of Britain's music heritage - the last great youth cult - and when they come to write the definitive history of those times I might finally see that footnote appear.

I'd started my first business by borrowing £5000 from the Prince's Trust (a UK charity formed by heir to the throne, Charles, HRH Prince of Wales), investing in three cassette decks to duplicate tapes for local bands, businesses and anyone else who needed tapes copied. This was in the very early 1990s by which time the until recently illegal Rave scene was in full swing - giant outdoor parties publicised by word of mouth and flyers that saw convoys of party-hungry revellers criss-crossing rural Britain in search

of a good time.

It wasn't long before people began taping the DJ sets straight from the sound desks and circulating cassettes to those in the know. Those cassettes needed duplicating and eventually they found their way to Copytrax, my business. It wasn't long before Dreamscape, one of the biggest names in the Rave game, came to me and ended up making hundreds of thousands of mixtapes that were being traded at the scene. That was how I met Murray Beetson, a name guaranteed to bring a smile to the face and a tear to the eye of many an old Raver.

Dreamscape was there from 1989 and the very start of the outdoor scene. Its earliest shows are remembered as some of the era's greatest events and Murray as one of its greatest characters.

Of course Murray was a major client, but he was also a friend of mine. It was impossible not to love him and be swept along by the sheer force of his personality, his endless zest for life and everything he did. When he was killed at the wheel of his Porsche on 16 March 1996 I was distraught. When I heard, it was like being punched in the stomach, all the wind was knocked out of me. It was such a shock. Murray was so full of life, to hear he had gone was unbelievable.

Nothing would ever be the same and out of the sorrow gradually emerged a feeling that not only had I lost a mate I'd also lost my main source of income. I'd been in touch with Murray's girlfriend Stacy and she told me she couldn't face carrying on Dreamscape without him so she was going to sell it, but she didn't want it to go to one of the other promoters, she wanted it to go to someone who cared about Dreamscape and understood what it meant to people.

I needed to protect my living and so the idea formed that I was going to buy it with Stacy's blessing. I had my cassette business that thanks to

Murray and Dreamscape was thriving. I had a decent turnover, plenty of cash, but nothing solid behind me, no savings, nothing like that. She wanted a hefty six-figure sum for Dreamscape and rightly so, it was a powerful brand that only a fool could fail with. None of it made sense and yet once the idea had taken hold there was never a moment's doubt in my mind that I was going to buy Dreamscape.

Life Lesson Learned

When we set a goal we have no idea how we are going to achieve it. So let's come at it another way - I say forget goals, have dreams instead; and to make those dreams happen you have to reverse engineer them so the starting point is always making the decision that you are going to get it done.

And it has to be an absolute decision, not an 'I might try' or 'let's see how it goes' statement. I'm talking about an unequivocal, cast-iron decision that no matter what, you are going to keep moving forward on your dream and never give up.

As my great mentor master Yoda says: 'There is no try: do or do not!'

When buying Dreamscape I remember very clearly making a decision that I was going to buy it. I faced many hurdles to get the money together, but I did it. The starting point was making the decision to do it.

Stacy was kind enough to wait for me to raise the money and in the end I secured a loan, brought in a few business partners and bought it leaving me with a 60% share in the biggest name in Rave. That was September and by Christmas we'd done so much business I'd paid off the loan.

I was 26 years old and making bag loads of cash. The Dreamscape mixtapes turned into multi-disc CD compilations that sold in the millions. At one stage I had eight albums in the UK Top 40. I had three recording studios, another record label, my own designer clothing brand and was putting on the biggest Raves Britain had ever witnessed. All above board, all legal, nothing could touch me… or so I thought.

Looking back now I can hardly believe I let it slip through my hands, but then I barely recognise the person I was then. The truth was I didn't love what I was doing, I never took Ecstasy, I didn't even like Rave music. I listened to The Beatles. But Dreamscape was rockin'. Each event was bigger and better than the last one. I had the bars, the ticketing operation, the merchandise, I was awash with cash - bags full of the stuff - and thought it would never end.

Unsurprisingly, while there was big money to be made, some elements of the Rave scene were pretty heavy duty. Generally speaking I liked them all, the parties were trouble-free and we were all making money so there was no need to worry and there seemed to be an unspoken understanding that if ever I needed certain specialist services they were available to me.

Dreamscape was a shop window for the merchandising business that was making real money. In my eyes I had a cash cow. But it was a cash cow I neglected and I paid a heavy price for that. We had fun though and at the risk of sounding blasé about it all, it still makes me smile when I think about the beginning of the end. The sheer ridiculousness of it …

In 1998 Tony Blair announced the already planned Millennium

Dome project on the Greenwich Peninsula in South East London would be expanded and enlarged in what he called “a triumph of… excellence over mediocrity.” Inside it was to be divided into a series of themed zones including one called, you guessed it, Dreamscape, that would encourage visitors to reduce stress and emphasise the importance of relaxation.

Well, I was anything but relaxed, I was mad as hell. I owned the Dreamscape trademark and as such decided to sue Her Majesty’s Government for infringing those rights. I contacted all the papers and ended up on the front page of The Guardian newspaper of all places. Now, I don’t suppose many fusty old Establishment figures in those days read The Guardian in the comfort of their wing backed leather chairs in the smoking room of their Mayfair gentlemen’s clubs, but they sure heard about it, and when they did, I like to think it caused a collective splutter as they coughed on their Montecristos and spluttered into their single malts… “Who’s this Foster? Get him!”

I even hatched a plan to lead an Army of Ravers armed with whistles, surgical masks and glow sticks to the doors of Number Ten to protest about the Government ‘stealing Rave’ and taking our Dreamscape. I thought it would get me on The Big Breakfast TV show, but I ended up in deep water.

Now, if you’re running a business on the scale of the one I was, making the kind of cash that I was, what is the single worse thing that can happen? That’s right, the knock on the door from the men with black suitcases… the old HMRC tax inspection. I’d never suggest that me kicking up a fuss about political vision of the Millennium Dome - which let’s not forget was getting a right old pounding in any case from the Tory press - was in any way connected to the Revenue’s demand to inspect my books, but…

Slap!

In those days I had no control over the money. I made it, I spent it, I

made some more and so on. I didn't bother with budgets. I just dipped into the pot and the pot kept filling up. So we had this event booked, the biggest yet. I hired the Bath & West Showground, 240 acres of prime party venue near Shepton Mallet. I spent a fortune to make sure we had the most impressive DJ line up for the biggest party Rave had ever seen - it would have been Rave's very own Glastonbury. What could possibly go wrong…?

Slap!

The West Country suffered the worst floods it had seen for a generation. We went ahead, but people stayed at home in their droves.

Even so, by three in the morning the party was in full swing, the bass was beating loud, but I was sat cold and alone in the middle of a near-empty field knowing it was all going to come crashing down. I was in total despair, crying my eyes out. I'd lost the lot. And it felt like forever. Maybe that's why KLF called their hit '3am Eternal'. I don't know but it is a very dark and friendless place to be and the bitter reality all entrepreneurs have faced at some point.

It hurt. I was in a business with too high a risk factor that was all based on the events of a single night. And from that business flowed all my other businesses - the merchandising, the albums, the clothes, everything else.

Slap! Slap!

I had lost focus completely. That, coupled with losing money on the events and a hefty tax bill, put me out of business and spun me into a deep dark place with no apparent way out. All of a sudden, I had the Midas Touch in reverse - everything I touched turned bad and life showed me in no uncertain terms that when one thing starts to go wrong it ends up attracting more of the same negative action.

Slap! Slap! Slap! Slap! Slap!

I took a major slapping at this point, moved the business back home and didn't really come out for year. I was ashamed, embarrassed and deeply, deeply hurt. Looking back, even now it's incredibly painful; it was a very dark time.

But I needed an income of some sort, which is how I wound up sweeping floors and cleaning toilets in a factory. It was a monumental fall from grace, not only in my eyes but in the eyes of everyone who knew me. At least that's how it felt. I had been forced to kiss goodbye to the Porsche and the dream I had spent the previous 11 years building. It was as if my world had ended, I was embarrassed, ashamed even, I could barely look at myself in the mirror. I thought I was king of the heap; top boy; untouchable. Next thing I'm nothing, out on my arse.

It was almost as if life wanted to rub my nose in it a bit more, but the first person that spoke to me at that factory turned out to be Dreamscape's biggest fan. He didn't believe me at first when I told him what I did before I worked there, but once he got his head around it he wanted my autograph and all sorts. Of course that only added to my misery. I was stuck in the 'Poor me, it's so unfair' rut that took a long, long time to get out of. There's no denying life had kicked me down again - I guess I must have been ready to learn a lesson about humility at that stage - although if anything I wished I had taken a few more lessons on board at the same time.

I've been asked what advice I'd give to my 26-year-old self knowing what I know now and, to be honest, I don't think I'd give him any. For one thing he was a cocky little dickhead and wouldn't have listened anyway, but what's the point of any of it if you don't learn the lessons? I'd like to think I'm a more humble man as a direct result of my experiences with Dreamscape and, ego or no ego, I'm proud of what we did with it.

Sweeping floors gave me hours of otherwise empty time in which I could think and try to reorder my thoughts. I was acknowledging what had happened and had a fair idea why it happened, I'd even promised myself to learn from the whole experience, but what I didn't know was what to do next. Once again though life was about to throw me a line.

One day, out of the blue, a friend gave me a business card for a guy she had met. Bob his name was. And on the card it said he's a record producer, author, helicopter pilot, songwriter and entrepreneur… There was only one thing for it - I had to connect with this man, he might be able to help me get out of this hole.

And he did!

Life Lessons Learned

Being humble is cool.

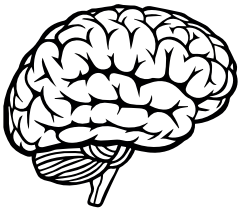
Don't go poking around threatening to sue the Government.

Ensure you have control of the cash. Have a cash flow, budget - and stick to it!

Everyone is equal.

Never fear, the next opportunity is always around the corner.

Let's share wisdom!





"Relationships, both business and personal, are made exponentially easier with honesty and proper expectation setting."

Hans Larsen
Regional Director - GAN Integrity



"Good would never feel as good as it does if you didn't also experience and learn from the feeling of the not so good. So don't ever forget to celebrate the good."

Geoff Phillips
Founder - Canvas Marketing



"We normally don't plan to fail, but we fail to plan."

Thumbay Moideen
Founder & President - THUMBAY Group



"You can always find money.
You can never buy time."

Luke Eley
Managing Director & Co-founder - Cander Group DMCC



"For everything in life, there is an easy way and a lazy way. Choosing between the two is the hardest thing I do each day."

Charles Radclyffe
Digital Ethicist - Data Philosopher



"Own your experience and cease expecting others to tell you when you're doing a good job or what the rules are, realise it's Ok. to manage your own life..."

Maneesha Howard
Founder and Managing Director - Graff Search



"No matter how good you are, be a team player."

Charles McManus
Group CEO & Executive Director - ClearBank®



"While business is always business, a business without a heart and consideration for it's people will never achieve long term success."

Mike Denby
SVP Ad Sales - FOX Networks



"People won't always remember what you said, but they will always remember how you made them feel."

Sam Gordon
Co-founder - Gordon & Eden



"Live your life
like the legacy
you want to leave."

Matthew Ranson
Advisor - Emirates National Oil Company (ENOC)



"You must have someone in your network who has been through what you are going through and you can be honest with. You need someone to pull you out and remind you how far you've come. You can't do this on your own."

Conrad Ford
Founder & CEO - Funding Options



"Always trust and believe.
Stand for something."

Paul Stannard
Chairman - Enabling Tech Capital



"Knowledge is no weight to carry."

Mick Higgins
Director - Xacom Project Controls



"Never be afraid to hire
someone better than you."

Michael Middleton
Director - Middleton Financial Planning



"Treat any threat
as a sign of opportunity."

Charlie Parry
Seeking My Next Adventure



"Create an environment where failure is received in the same way as success. Failure is the by-product from which success, innovation and creativity are born. Fail, fail again and fail openly. Whilst it can be costly to fail, it is far, far more costly to create an environment where we fear failure. Success is a state of continual flux, a road map if you will, and failure is the rerouting we need to do in order to get to our destination."

Craig Woolley
Head of Shopper Marketing - Heineken



"When I set up in business, in the first 12 months I nearly went bust. Attitude and perseverance and never giving up, saw me through. Fear of failure drove me."

David Ryley
CEO - Ryley Wealth Management



"Confidence comes not from always being right, but from not fearing to be wrong."

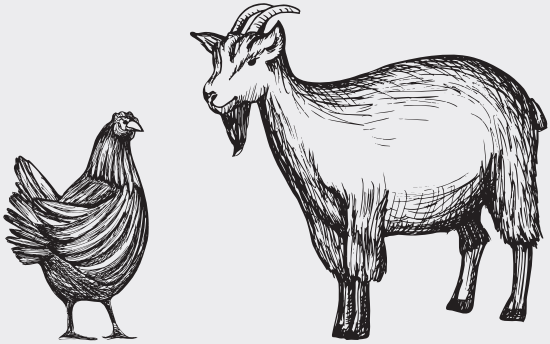
Marina Tognetti
Founder & CEO - mYngle



"Failure cannot live with persistence."

Mark Mills
CEO - Mark Mills

Top Tip - Chickens For Goats



There is an idea that to build a business you need money. Let me assure you that is not true. What you need is creativity and connections.

Everyone is looking for something, and if you can help them and they have something you want, bingo. It's a match made in heaven. Back to the old ways of bartering!

Only one simple piece of advice - put it in writing. Expectation is a funny thing and somewhere down the road expectations can shift. People forget stuff, or remember it differently. Get it down in writing and both sign it stating the deliverables both sides will offer. That way it's clean and simple. Then of course, aim to over deliver!



Chapter 4
The Journey Continues

Signpost Nugget Six
The Man From Coca-Cola

There are some nugget calls, you just take the call and it's over and done with. Then there are calls that change the course of your life. Maybe only a small degree, but any course change for the better is a good thing. James Sommerville was one of those calls. I connected with him on LinkedIn and read what he was doing now, he was setting up a new drinks venture with a cannabis-based product in the US. The cannabis business there is like the new gold rush.

A few minutes into the call it turns out that James was the former Vice President of Design for Coca Cola, globally. James designed the coke can. Wow! Look at who the nuggets just delivered. In my opinion, one of the greatest designers in the world.

James is a very likable chap, probably part of the reason for his success and we just hit it off. After the nugget chat I suggested perhaps if he needed any help with his brand I could offer my skills. He agreed and in return offered to consult on the 1GN project and also design the book cover. Incredible, I've now got one of the world's top creative people offering to design my book cover. Not only do we have that creative skill but also surrounding yourself with the best possible people, it can only rub off. You become who you hang with - it's a great phrase and it's true. The nuggets delivering James was a classic example of Chickens for Goats. His phrase

by the way and now one I've adopted into my own life. Love Chickens for Goats. Everyone wins and we all move forward together.

"As a young design entrepreneur, I was always of the opinion I had to 'think big', especially when I founded my first start-up, aged 19. I think it was my fearless inexperience, commercial naivety and my lack of resources that pushed me to stop thinking we were small and focus achieving things beyond our size. After 25 years, we achieved many personal and business goals."

"I then joined The Coca-Cola Company as Head of Global Design. 125-year old organisation with over 400 brands, active across 200 markets, so the definition of 'big' was already established. What could I bring to help this company grow in the future and maintain its edge? Drawing on my previous entrepreneurial 'just do it' approach, I pushed the company to 'think small', look for multiple small problems, simplify the process, allow tiny external partners to work with us, move collectively at speed, hire subject matter experts, create and build, measure, learn 1.0, 2.0, 3.0 culture and mentality. In other words we had to stop thinking we were big.



"If you are a small company — think big."
"If you are a big company — think small."

James Sommerville
Founder - Known_Unknown

"As you get more experience in life you realise failure is part of the process. Or temporary failure I should say. The success doesn't come without those learned experiences. The huge learning curve for me was 1996 - 2000 Four crazy years."
James Sommerville

Signpost Nugget Seven
The Baroness And A Star From Strictly

When you're a kid your heroes are exactly what heroes are meant to be, well - out of reach, separate from the rest of us, unreachable. I mean, they're heroes, right?

So the last thing you expect to see a childhood hero doing is something as mundane, as humdrum, as waiting for the tube, but there I was on the platform at Edgware Road and just across from me I spotted a face that looked familiar. Then it dawned on me the reason I recognised the face was because it had had appeared in my living room every week as a kid…

It was Floella Benjamin. These days she is Baroness Benjamin of Beckenham OBE, but to me she'll always be Floella Benjamin, presenter of landmark children's TV shows Play School and Play Away. Back then, outside of school and my family, these were the shows that educated me and entertained me. They were a constant factor in my childhood and looking back on them now I'm reminded only of happy times.

Seeing Floella Benjamin on the platform at Edgware Road tube brought all those wonderful feelings flooding back and within seconds I was all warm and glowing inside. I was instantly reminded of an earlier nugget, that people will forget what you said but not how you made them feel. Now, I can't remember a single thing Floella said on those shows, but I certainly remembered how she made me feel and, to be honest, it was great to feel like that again.

It's not really my normal thing to walk up to strangers on the platform of a tube station, but I thought: 'What have I got to lose? It's Floella Benjamin?' So I asked her: "You're Floella aren't you?" She said: "Yeah." I said: "You are a legend. You really are a legend. Do you know what? You changed my

life as a kid. You brought so much happiness into our living room it was untrue and I've just got to say thank you for that. Oh, and by the way, can I have your nugget please?"

She was incredibly gracious, impeccably polite and appeared genuinely interested in what I'm doing. We chatted a bit about belief and motivation and marathon running - she runs the London Marathon every year in aid of Barnado's and the Sickle Cell Society - then she shared her nugget with me:



"Childhood lasts a lifetime because every thing we do affects children and influences their lives."

Baroness Floella Benjamin OBE

It's a beautiful thought, the kind of idea you arrive at when you've been fortunate enough to have recognised an opportunity to make a difference and been humble enough to demonstrate your gratitude for it by working hard your whole life to carry on making a difference.

I had a wonderful few minutes chatting to Floella Benjamin, totally unexpected, and something of a dream come I true. How blessed I am to have the nuggets as an excuse to start a conversation?!

However, the Floella Benjamin approach doesn't always work…

In the early days of the nugget hunt I found myself in the David Lloyd Leisure centre in the gym training between meetings. I was off to see Regina Borda, the MD of Pizza Hut Europe, but I had some time to spare so I thought I'd have a quick work out.

I'll spare you his name, but also training that morning was a former world champion and Olympian who had been in Strictly Come Dancing. I thought: 'I'll go up and say hello and ask him for his nugget.' So I did and he was very friendly to be honest. I asked him if he'd like a cup of tea afterwards and a nugget chat. He said he would.

So I waited in the café area and it's the only route through to the exit. I was sat there with my stuff, all mentally prepped and ready to go, a little bit excited about getting a nugget from a world champion and TV celeb, when he appeared from the gym.

Well, I've never seen anyone walk-stroke-run so quickly. He saw I was waiting for him and all he had in his mind was to get out of there. He shot through the café and was gone; disappeared.

Oh no!

I sat there for a few moments taking stock of what had just happened because when you do those things and it doesn't work out you feel a bit stupid. But whatever; it really didn't matter. At least I asked - if you don't ask you don't get.

Signpost Nugget Eight
Chief Of Possibilities

Olivier Robert-Murphy is the Global Head of New Business for Universal Music Group.

His LinkedIn profile says 'Chief of Possibilities… mostly' - perfect shorthand for what Olivier does and how he does it. I met him at Universal's new offices near St Pancras. Very cool. You walk in and are immediately confronted with the heritage logos of all the labels owned by Universal -

Island, EMI, Geffen, A&M, Decca, Def Jam - it's like walking into the Land of Oz and waiting to meet The Wizard.

When I did meet him he was like this pure energy system on fire, bouncing around the place driven by some innate power to make people happy. He's all smiles and it's clear his staff adore him. The vibe in his office is tremendous; you can't help but smile. Olivier is the kind of guy you want to be around because you know he's going to say something random but really interesting. He's funny, engaging and so full of beans it's off the scale. Being in his presence is intoxicating, that's the only word for it.

There are platinum discs on the walls of his office and an overriding sense of being in the right place. He started off chauffeuring, driving superstars around Paris, served in the French Air Force and began his business career at Proctor & Gamble, the soap powder people. When he's not at work he can often be found at his local Taekwondo club. He's a black belt. Naturally.

Olivier's nugget is pure poetry, the perfect encapsulation of less is more, one of the simplest, most direct we have ever collected:



"Let It Go."

Olivier Robert-Murphy
Global Head of New Business - Universal Music Group

I left the building with the song from Frozen echoing through my head… and that's a good thing! All of us carry round so much stuff that weighs us down. Who did what to whom and when and what if this could happen or that hadn't happened, or if only I'd done this and not done that… Olivier's answer to it is: Let It Go. Just, let it go, banish it from your life.

That is incredibly powerful. Simple, yet so deep. Soul deep.

Something else that we spoke about that has struck a chord with me is the ability to recognise alternative realities and not judge a situation on first impressions. For instance, if you see someone jump a red light your first thought about that person might be negative - it's dangerous, they're being reckless. However, perhaps they are rushing to hospital. You don't know the full story. Olivier reminded me how powerful this way of thinking can be and since our meeting it has made a lasting impression on me.

He obviously loves making people happy and to that extent he's the perfect guy to have in charge of a record company. Forget the cynicism of the business and the challenges of the last decade or so, when you strip all that away you're left with the music. And music brings people together; it makes us happy.

Just as I was leaving he called me back, opened a drawer full of vinyl albums and looked at me: "Vinyl?" he asked.

Who doesn't love vinyl? Thanks, Olivier. What a day!

Signpost Nugget Nine
The Futurist

The call to Lisa Bodell was one that changed the direction of the entire One Golden Nugget project. It was that powerful.

Like a friendly guide at the side of the road gently pointing the way forward, Lisa peeled back another layer of the onion and revealed to me an idea I had previously never considered.

Lisa is the founder and CEO of FutureThink, a company that uses simple techniques to help organisations like Google, HBO, Accenture and Novartis to embrace change and increase their capability for innovation.

That's some pedigree so I knew Lisa would be able to teach me a few things.

On the call we talked about happiness being a fundamental part of success in business success, now and in the future. No longer is it all about the aimless pursuit of money. The new economy is about great culture in the workplace. Doing work you love helped by happy employees. That comes from the top down and Lisa is a shining example of what she believes.

As an idea it genuinely moved me, so much so I decided to put it at the core of One Golden Nugget in terms of our radical transparency network.



"Surround yourself with
people who make you laugh.
Laughter is both inspiring and healing.
The world needs more of it."

Lisa Bodell
CEO - FutureThink

This has nothing to do with goal planning, or pushing hard to drive income. All of that is fine, but this nugget is at the core of everything we do from now on.

Essentially, in everything we do we are looking for improved happiness, that is the effect of everything - more money, a new car, better career, a bigger house. All of those things actually just lead to one thing; they create a state change in us and accelerate good feeling.

Of course, the high we experience from those things is always temporary so the foundation of being happy without those things is what leads to a great life.

Signpost Nugget Ten
A Blessing In Disguise

The entrepreneurial force is strong in Gary McEwan. He told one newspaper interviewer he started his first business venture at the age of five - selling stunned bumble bees to kids in the school playground!

(Apparently, he had a way of knocking out the bees long enough for him to sell them for five pence apiece, soon after which they'd recover and fly off.)

He left school at fifteen and found the pot-holed path to success was pretty rocky as he started and folded a series of businesses, culminating in a converted ambulance from which he sold pet food and products around the estates of his native Glasgow. After one particularly grim day of snow he reluctantly abandoned his van, trudged home only to return in the morning to find the back doors wide open and the ambulance completely empty.

With apologies to that classic film 'Cool Hand Luke', sometimes though nothing can be a real cool hand. He'd lost everything and was forced to start again, which he did through the Prince's Trust - something I found we had in common. He started a transport training business and in just three years had built a business that turned over £4 million a year.

Gary won Glasgow Entrepreneur of the Year, then Scottish Entrepreneur of the Year, then UK Entrepreneur of the Year. He was on television, in the papers, magazines wanted to interview him. Success!

At the age of 29 he sold up and since then has invested in other people's businesses as well as started several of his own. He now heads up Elevator, a social enterprise that helps drive new and existing businesses, supporting 2,500 new and aspiring entrepreneurs each year to 'learn as they do', nurturing the next generation.

It's all a very long way from that frozen Glasgow morning in the snow when Gary discovered his only means of earning living had been taken from him.

In life, as in business, we all have to face moments when our first thought is: "It's over." But very often just as things look like they cannot possibly get any worse we find our greatest inspiration. That inspiration gives us the strength and courage it takes to continue and before long we're back on track.

When I get those moments they can feel completely debilitating, but then I remember and I understand that in the (hopefully not too distant) future I'll be able to look back on that moment and see the good in it.

Gary's nugget perfectly encapsulates this thinking:



"Sometimes the worst moments can be the best moments."

Gary McEwan
Chief Executive Officer - Elevator

Signpost Nugget Eleven
The Franchise King

Who said top people are not approachable? Aaron Serruya started Yogen Früz at the age of 19 and now, with his three brothers, presides over a business empire reckoned to be worth in excess of three-quarters of a billion dollars that includes International Franchise Inc, which has more than 4500 quick service restaurants in over 50 countries, as well as a private equity company, real estate, shopping centres and a medical marijuana dispensary operation.

He's big league.

I reached out to Aaron on LinkedIn and asked if he would like to be interviewed for the book. The reply came back in minutes: "Absolutely!"

Perhaps I just got lucky that day, but sometimes when you present a request focused on a particular person you find barriers just dissolve.

Aaron is one of those guys whose presence transcends the method of communication. We were on the phone and I could feel his aura through the handset. Clearly a guy who is used to being listened to, he speaks calmly, with confidence, in clear, measured tones and with great wisdom. He's direct; he's doesn't waste words.

What you get from a conversation with Aaron is a very special sense of positivity. He's not doing anyone down, he's not boasting about what he has won or how he did it, he's got nothing to hide, he just talks about his business. It all comes from his father who taught Aaron and his three brothers how to be human beings, how to do the right thing and how to face the world so that all of them can put their heads on their pillows at night and sleep soundly, safe in the knowledge they've done their best to hurt nobody.

This is the only way to do business; it's the business of kindness. Everything he does is for his family and his family is at the heart of everything he does. Aaron has a 15-hour work ethic because, as he says, if you love what you do then it doesn't feel like work.

Now, family businesses can be tricky things and sibling rivalry has occupied the minds of the great thinkers ever since man first recognised it, but clearly in the Serruya family there is no ego. Those four brothers do their work in service of each other, for the good of the business. Just as their father taught them.

There doesn't appear to be one dominant brother who the others serve, they are a unit. And that must come from their dad as well. It's clear to me that they are all in-flow and have been in-flow since they began. They understand karma and have been rewarded for their way of working.

They are truly remarkable people.

Aaron's nugget is:



"When someone says 'no',
present it back in a such a way
that they say 'yes'.
It's about when and how."

Aaron Serruya
President & CEO - Yogen Fruz

He was telling me that when they first started out they heard 'no' quite often. Being 19 and needing to convince a landlord to rent you a premium

space outlet was not something a landlord wanted to do, but eventually their persistence paid off for them.

I think the nugget is a key factor in their success - understand how to convert a ‘no’ into a ‘yes’ that suits everyone. It really is about when and how.

Signpost Nugget Twelve
Planting Seeds

I think if you look back on your life there are people who have popped into your experience that have changed everything. They always bring gifts no matter how you perceive that gift at the time.

Kully Dhadda was another nugget call, but she came bearing gifts of the most magical kind. Life changing gifts!

Kully is CEO and founder Flame PR, an award-winning former BBC journalist and we just hit it off. I went to see her and now she's representing 1GN for PR because she loves what we're doing and we're helping her and it has become another one of those beautiful relationships that have arrived through the nuggets.

I learned two deeply profound pieces of wisdom from Kully.

Firstly, sometimes people show up to plant a seed and for no other reason. Up until I learned this, if someone promised something, or I made a plan to do something with someone and it didn't work out it would leave me with a feeling of disappointment that it hadn't been happened - you know, that temporary feeling when you anticipate it coming together and it doesn't.

After speaking with Kully and her telling me that sometimes those people are only there to plant a seed it made me feel completely different about life. I had never considered it like that. So many times on this 1GN journey that has happened.

Think back, perhaps to your own life when those people showed up, planted the seed and then left. That was their only purpose. It's a beautiful concept.

The other thing I've learned from Kully is to accept gratitude as the default position.

When things aren't going to plan, the money has run out and your back's against the wall - and we all know that feeling - the default position must be gratitude.

Previously, my default position would have been to disappear, fall into despair and get lost in negative thought like: 'It's not fair. 'Why me?' But having grasped the idea that gratitude is the default position, in those moments when it feels like it's falling apart, I dive into gratitude and that stops me entering the negative state. It's not a good place to be, decisions become clouded, emotions kick I and I make quick decisions that are wrong. All that does is attract more of the same rubbish.

In gratitude you are sending out to life a different kind of message. How beautiful is that?

Kully has changed my life with this these pieces of advice. Things will never be the same.

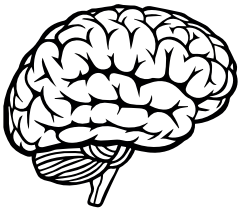
Kully's nugget is:



"Every day is a new day and everything in life is sent to teach us. No-one is the finished article. Tomorrow is not defined by the disappointment of the past."

Kully Dhadda
CEO & Founder - Flame Public Relations

Let's share wisdom!





"Be focused and be patient."

Andrea Favaloro
Founder - Contexo Capital



"When work gets you down remember this: It's just a job; you will never see an employment contract that's promised a job for life or to make you happy. Happiness is an inside job you have to create it yourself."

Matt Lewis
Partner and Head of Leadership Consulting - Boyden



"Never stop learning or asking questions, surround yourself with those possessing valuable knowledge and everything will fall into place."

Martin Cooper
Founder & Director - Maer International Limited



"We climbed Mount Kilimanjaro recently. Clearly the hardest thing I have done in my life. 'Pole-Pole', which means slowly-slowly in Swahili, was the constant shout from our guide and enabled us to summit successfully. At high altitudes, speed is your biggest enemy...
Life lesson: We often make our lives too fast and complex, slowing down and enjoying the ride is simply priceless."

Nabeel Batlay
Senior Global Banking and Transformation Executive



"Success only comes after trial, error, triumph and time so don't rush it. Be patient and be consistent. Your time will come if you keep at it. Remember, you can only fail if you quit."

Jessi Kessel
President - Machete Marketing



"The first and most important thing in business is to make sure you have all of your legalities in place. I made the mistake of using my resources for other things I thought were more important only to find out later that I was nowhere near compliant on many aspects of my business due to complete ignorance of rules, regulations, laws and bylaws. Be smart and have a lawyer check out any and all contracts or agreements you draft or sign."

Clarissa Burt
President & CEO - In The Limelight Media



"Do business with transparency, integrity, and authenticity and stop marketing at people and using sales techniques. Communicate and really hear what your prospective clients want and need and then offer your products and services if they will be helpful and if not decline their ability to purchase more of what won't help them. Only help them if what you offer will give them the result you seek and you will find you actually have more people buying and have more referrals as well."

Terri Levine
Chief Heart-repreneur® - Heartrepreneur LLC



"Don't try to please everybody, you will please nobody."

Meir Malinsky
CEO - Unio By Harness



"Workwild."

Sara Turnbull
Director - WorkWild



"Keep Walking Forward - Let no illusion hinder your strength, focus, or determination. In the darkest of days, and coldest of nights, focus straight ahead, and KEEP WALKING FORWARD."

Nathan Willard
Creator - McMoney Entertainment



"Doesn't really matter what you are trying to sell, everybody you meet has an invisible tattoo on their heart. It's a very simple thing, 'make me feel special."

Mark Maloney
CEO - Venops



"We are all trying to struggle through life the best we can, no one is getting out alive."

Jon Simons
Mental Health & Wellbeing Lead - 1st To Mind



"Sort yourself out first -
the foundations of who you are.
Get to know, heal and love yourself.
This way, you allow others to know and love
you too. Then it becomes clear what your life is
going to be about. The rest falls into place.
If you try to build first, without the foundation,
you are wasting energy and building
a facade that can't last."

Tiffany Harnsongkram
COO - Legacy Mentors



"It's okay not to be okay.
Instead of living inside your own head, break free
of your echo chamber and talk to someone. It can
be the difference between life and death."

Nicholas Jemetta
Senior Digital Product Manager & Mental Health + Wellbeing Chair
Sainsbury's Argos



"When you're feeling isolated and struggling to keep going, remember there is always someone out there who believes in you. You might just need to look in another direction to see them."

Ian Moore
Founder - Neitaima



"Shut down the bully in your head and be kind to yourself as often as possible."

Sam Hunter
Director - Homesearch



"Remember three things in times of adversity. It is okay to feel "down" sometimes, you will find out who your real friends are and there will, ultimately, be light at the end of the tunnel."

Stuart MacDonald
Managing Partner - Bride Valley Partners



"You can't stop thoughts playing with your head, but you can control how you react to your own thoughts."

Ella Grace



"Don't think too much. You'll create a problem that wasn't there in the first place."

Alex Pike
Senior Recruitment Consultant - Inacre



"Greater the number of crazy, the better we avoid the straitjacket."

Lucas Lacauste
Business Director - What'zhat Agency

Big Idea - Go After Oprah

I do stuff and a lot of the time that stuff just doesn't work. It was like that with my Oprah idea, although it's worth adding that it just hasn't worked yet!

I created a marketing campaign called 'The Power of Intention' and set an intention that I would interview Oprah Winfrey. I had this idea at the same time that she'd like me, talk about me and the world would know about me.

None of it happened. Oprah hasn't listened, but as I've just reminded myself, that doesn't mean to say it won't ever happen. Watch this space!

The point here is go after it, don't limit your thinking and if it hasn't happened yet that doesn't mean it won't. Keep faith.



Chapter 5
Peace Of Mind

Launching 1GN For Mental Health

My mind has always suffered. There is a great phrase ‘what can go wrong will go wrong!’ and I’m never surprised in business and life just how true this can be.

Nothing ever works out as we expect. I spoke to a professor in India on one of the nugget calls who told me: “Goal planning is dead. The world is simply moving too quickly to plan three to five years ahead”. He’s right.

There are too many unknowns that come into play and this has always affected my mind. Just when I think I’ve got it all going to plan, bang! I’m sideswiped, taken down by a curve ball I just couldn’t have seen coming. Or perhaps I should have! Who knows?

There have been many times I’ve literally had to drag myself out of bed and just ‘show up’. At times it’s like someone cutting a knife across my brain. I’m consumed by complete panic, anxiety and mental torture and I know I’m not the only one.

So if you are reading this and it resonates with you, I’ve made a little list of the things I’ve discovered. Let me just say I’m not an expert on mental health, all I’m doing is documenting it from my own personal experience. I fully understand some people have experiences I can’t begin to understand. Bless all of you.

My list of things:

1 - It will pass. It always passes. You are the sky not the clouds.
2 - Find what shifts you. For me it's a few things. Running, hot yoga, meditation, my mum, Nicky, friends and of course my beautiful kids.
3 - Dive into the emotion.
4 - Write about the feelings.
5 - Walk the dog.

I don't remember being born and anyone giving me an operating manual to this incredible thing we call 'the mind'. Give me a break. I'm still trying to figure it out!

We launched the mental health section of the website in May 2019. Very few people wanted to be quoted for it. Some sent in a few nuggets, but ultimately people just didn't want to put it out there publicly. I can understand that.

This presents an opportunity. If so many CEOs and business owners won't talk about mental health, I will.

Nugget friend Barry Leahey emailed me to say "Go out and be a flag bearer for it". Barry has an MBE. Barry is very successful. I will take Barry's advice!

"Stop trying to calm the storm.
Calm yourself, the storm will pass."

Buddha

Signpost Nugget Thirteen
PR Man To The Mega Stars!

Having been in the music business all my adult life, when the Rich Dawes interview came through I found myself making the call with some excitement. If I'm honest I was a little starstruck.

With his thick-rimmed glasses, Rich is one of life's cool people. A record company veteran, he was Head of Press at Polydor Records before starting his own PR company DawBell, with Stuart Bell from The Outside Organisation, and now looks after the likes of Elton John, Take That and the Brit Awards.

Having spoken to people who deal with him, whether as a client or in pursuit of a story, it's clear he is one of the most respected people at work in the industry today. People like him. He's friendly, firm and will help if he's able to. Out of all that goodwill he has built a beautiful empire.

Our conversation wasn't at all what I had expected. Instead of discussing all the good ways to be good, talking about his passion and enthusiasm for his work and the sheer joy of working with some of the most creative music people on Planet Earth - all of which are absolutely part of who Rich Dawes is, our chat veered towards mental health almost instantly.

Behind this cool exterior, this massively successful guy has the same problems as most of us - and among those problems are anxiety and low moods - but rather than cover it up like many of us do, he's pretty open about it. There's no ego about him, at least none that I could detect. Some might see it as vulnerability but for me it takes enormous strength to be so open and matter-of-fact about these things.

Understanding our mental health has to be the foundation of everything

we do in life. We need to know how to manage our wellbeing and put ourselves in order before we can do anything else because if we don't we are enslaved by it - it's like washing, we have to do it every day. Simple as.

Not long after the interview Rich sent me a book - and what a beautiful thing to send as a gift? 'Reasons to Stay Alive' by Matt Haig is a funny, frequently moving and ultimately life-affirming exploration of the author's manic depression. In it he talks about how he controls his suicidal thoughts to the extent he can consider himself in recovery as he learns to live with depression. It's a memoir, but more than that it's a reminder to make the most of our time on Earth so that we can live better, love better and feel more alive.

I was genuinely humbled that Rich had sent me the book and much as I'll treasure it, I'll value what I've learned from it even more. It really doesn't matter what level of success any us achieve we can all fall prey to self doubt, worry and fear.

As ever in these situations one thing leads to another and we spoke about the possibility of working together on a project - nothing definite but watch this space - and arranged a meeting at his office. To the music fan in me it was like walking into the inner sanctum where the walls are lined with pictures of Paul McCartney, Harry Styles, Pharrell, Beck and any number of other superstars they work with.

This is a man with an extremely demanding job - he's on call 24/7 fighting for his clients, working weekends and holidays and has to deal with very strong personalities and emotions on both the media and client side of the fence. On top of that he is leading a team of 30 people at the biggest entertainment PR company in the UK and also trying to fit his family and personal time into it all.

He showed me an Excel spreadsheet of a routine he has worked out that keeps him from burning out, fuels peak performance, but mainly ensures his

mental health is at the forefront of everything he's doing - gym, meditation, reading, what to eat and when, it was all in there. It took me a moment to understand the depth of detail contained in the document, it was quite staggering, but then came the realisation that we all do what we have to do in order to get by and make it through the day. The spreadsheet was simply what Rich knows he has to do. The very fact it exists is a testament to his self awareness and self knowledge.

All of which relates directly to his nugget, which is simplicity itself:



"Breathe."

Richard Dawes
Managing Director - DawBell Ltd

Just the one word, but what wisdom - we are never taught how to properly breathe. Almost by nature without thinking we do shallow breathing from the chest and it's not good for us. Shallow breathing draws air into the chest using the muscles that run between the ribs rather than breathing through the lungs using the diaphragm.

We're still taking on air, but it can lead to rapid breathing and hyperventilation. It's also symptomatic of and can cause anxiety disorders, stress and panic attacks, not to mention pneumonia, asthma and shock, and in extreme cases causes carbon dioxide to build up typical of neuro-muscular disorders like muscular dystrophy and polio.

Breathing properly using the diaphragm, the dome shaped muscle at the base of the lungs, enables us to oxygenate the body, releasing all kinds of gifts. These deep, refreshing breaths - in through the nose, out through the mouth - replace carbon dioxide with oxygen slowing the heartbeat and stabilising blood pressure. As a result we'll be less anxious, calmer and

more able to make better decisions.

I can recommend the Calm app with its range of meditation tips, sleep aid, gentle movement and stretching to music designed to aid focus, relaxation and sleep.

Now, breathe…

Mexican Fisherman Story

When my mind is playing up it's always a great time for reflection. I don't honestly think any of us understands life. We have opinions and ideas but to be truthful none of us have a clue. We are all just making it up as we go along. So, if you feel like that, welcome to the club. One thing I have always struggled with is 'knowing when enough is enough.'

There is a wonderful video that has done the rounds on Facebook. It's told by an American rabbi Abraham J Twerski. Look him up on Google and watch his videos. They are inspiring.

This particular film tells the story of a fisherman and a banker.

An American banker was stood on a pier of a small coastal Mexican village when a small boat with just one fisherman docked. Inside the boat were several yellow fin tuna. The American complimented the Mexican on the quality of the fish and asked how long it took to catch them. The Mexican replied "Only a little while". The American then asked why didn't he stay out longer and catch more fish. The Mexican said he had enough to support his family's immediate needs. The American then said "What do you do with the rest of your time?" The Mexican fisherman said "I sleep late, fish a little, play with my kids, take siestas with my wife and stroll into the village every night where I drink wine and play guitar with my amigos. I have a full and busy life."

The American scoffed and said : "I'm a Harvard MBA and I could help you. You could spend more time fishing and with the proceeds buy a bigger boat. With the proceeds from the bigger boat you could buy several boats, eventually you would have a fleet of fishing boats. Instead of selling your catch to the middleman you can sell directly to the processor, eventually opening up your own cannery. You could control the production process and

distribution. You would need to leave this small coastal fishing village and move to Mexico City, then LA, then New York City and run your expanding enterprise."

The Mexican fisherman then asked: "So how long will all this take?" To which the American replied "Fifteen to twenty years."

"But what then?" the Mexican asked.

The American laughed and said: "That's the best part. When the time is right you would announce an IPO and sell the company's stock to the public and become very rich. You would make millions."

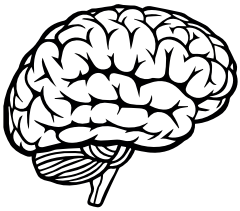
"Millions? Then what?" replied the fisherman.

"You would retire, move to a small coastal fishing village, where you would sleep late, fish a little, play with your kids, take siestas with your wife, stroll to the village in the evening where you could sip wine and play guitar with your amigos."

The obvious question this story raises is 'When is enough, enough?' Why are we conditioned that more means greater happiness? I don't think it does. It doesn't. The trouble is if we don't consume commerce stops. In the Star Trek TV series with Jean-Luc Picard they have evolved to a time where there is no need for money.

Starfleet Command, please enrol me!

Let's share wisdom!





"One of the biggest performance gains we can make comes from discovering how to proactively manage our mental health."

Rob Stephenson
Founder - Inside-Out



"ALWAYS speak to yourself and treat yourself even better than you would your best friend. It's OK to love yourself as long as you're not in love with yourself."

John Hotowka
Achievement Thinking Speaker



"Inspire those around you to be the best version of themselves. We can all enact positive change. Be defined by your compassion and kindness to others. Live your best life."

Hayley Dare
Co-founder & Clinical Director - Wellbeing Mental Health Ltd



"Don't compare yourself to others.
Compare yourself to your potential."

Merle Marting
Founder GO - Growth Operators



"The one who plants trees,
knowing that they will
never sit in their shade,
has started to understand
the meaning of life."

Josh Beasley
CEO - Pyramis Technology Group



"The judge that's in our head,
fire them because they are
the ones holding us back.
No-one is as critical as that
voice in our head.
Fire the judge!"

Roy Sexton
Marketing Executive - Clark Hill Law



Chapter 6
Learning Lessons From The Past

A Man Called Bob, XFactor And A Dragon!

One nugget keeps repeating over and over again "It's all about the journey". I've been a poor disciple to that over the years. My mindset was always based on "When I get 'x' I'll be happy, "When I do 'y' I'll be happy." That is loser thinking. I've only come to know that with the experience of a few years behind me. What the nugget journey has also given me is the opportunity to look back and reflect on past experiences, the journey I've had and what I've learned.

The years 2005 to 2010 were a real growth period for me.

In the summer of 2005 a friend gave me a business card and it was like no business card I had ever seen before - it was a lovely, thick, deep blue card that felt completely luxurious in my hand, with gold embossed lettering that spelled out the name Bob Patmore. Beneath that was a list of what he did - record producer, author, helicopter pilot, songwriter and entrepreneur. Oh, and Fifth Dan in Judo.

Now, either he was a total blagger or he had to be all of those things, why else would he put them on a business card? I had to contact him.

To my credit, one skill I've always had is just being able to pick up the phone, say hello and get a meeting. I've met people who struggle to do

that; are afraid of it, but I don't care - what's the worst that could happen? You get a no. Never mind. What's the best that could happen? Anything. Absolutely anything - the sky is the limit.

I just called the number on the card, Bob answered and I explained I had his card and had seen that he made records. I introduced myself as a songwriter with lots of ideas and we just chatted about music until he invited me to come to his house and meet him.

Although I had no real expectation of how the conversation might go, it was still a surprise at just how open and receptive Bob had been. I was hugely impressed that he had time to talk to me, but then the truth is that the genuinely successful actually do have time. They work harder and for longer than other people and yet they have a process whereby they manage to create time, to make time for people that may have something new to offer.

Think about it - all those people that say they're too busy to meet, always rushing here and there, or just plain don't want to give you the time of day… exactly how successful are they?

Anyway, a week or so later I rocked up at his £8 million house, in Buckinghamshire, England through the entrance gates and follow the sweeping drive around to the front door. Massive great pile in 20 acres of grounds including its own helicopter pad. Noel Gallagher from Oasis is living next door. This is the dream and I'm feeling distinctly out of my depth as I approach the big oak front door.

It's as solid as a castle gate and I hear the knocker reverberate through whatever lies beyond. I'm half-thinking Lurch the butler from the Addams Family is going to answer the door. He doesn't. Bob does and he is wearing jeans and a t-shirt. He's quietly spoken, politely welcoming me into his home.

Something changed as I stepped over that threshold and if I didn't realise it in that precise moment, I did so within minutes. "The stars look very different today…" sang David Bowie - and now I know what he meant. Remember, I was in the depths of a low, sweeping floors and wondering how the hell I was going to get out of the hole. Meeting Bob only confirmed my instinct that he held some of the answers.

I'd never considered the word 'mentor' before that day, didn't really understand what it meant and even if I had I would have dismissed the idea out of hand. I didn't need help; why would I let anyone guide my career? Fortunately the Rave game had knocked that level of ego out of me and taught me some humility. As ever, when the student's ready the tutor appears and here was Bob.

He had a recording studio in his home and owned a record label, Better The Devil, with Mike Stock of Stock Aitken Waterman fame. They'd had a massive hit with Fast Food Song, but Bob wanted more action in his studio. He wanted bands coming in and out, producers bringing singers over to record there, hit records being written - he wanted to see some life going on.

I was writing songs, I still had some connections and in the way that thoughts can become things he opened a door for me with a magic key and told me I could make it happen. Before I left he gave me his book, which I devoured in a matter of hours, and I recommended it to others. Suddenly my appetite for reading was insatiable. I taught myself speed-reading. Bob taught me that improvement is a process, a continuum; one thing leading to another. So as well as the books, I was listening to audio in the car - Anthony Robbins, Bob Proctor, Brian Tracy - motivational stuff, business mentors, anything I could get hold of and filling my mind with ideas that were new to me and had something to say to me and my situation.

I learned that it is all about mind-set - if I can think it, I can be it. Bob had told me that he was good at a few things, but awful at a lot of other

stuff, so he got other people to do that for him. He had been a professional footballer, but realised he wasn't going to play for England so moved on to a phenomenally successful career in business before he got involved in the entertainment world.

Here's the thing - every single one of us is nothing more than energy that vibrates and that vibration determines our reality so if you can change your vibration you're able to create a new reality. In short, all I had to do to get out of the mess I was in was think myself into a better situation. Simple, right?

In this case, yes, it really was that simple. Being at Bob's place made me feel successful - in the helicopter, in the studio, on the phone, even relaxing by the lawn. I was in the moment, it was total therapy and the 'poor me' mind-set evaporated and because of that, things started to change and change quickly.

Using my connections and the people that Bob knew it wasn't long before I had that studio alive with activity; really buzzing. Bob liked what he saw and we went into business together. There's no doubt that he allowed me to stand on his shoulders, but he was happy to take my weight as he could see what I was doing and that was fulfilling his desire to see the studio busy.

The success was instant - I went from earning £200 a week sweeping the factory floor to banking 50 times that in the first month and I was only just hitting my stride. I was driving all over the country, doing deals, scouting talent, signed a publishing deal with Universal Music and was flying abroad to meet songwriters and producers; that was how I ended up in the States in Puff Daddy's studio with Mary J Blige. Crackers, but there you are, my vibration had changed and I was onto the next level.

What Bob had done was activate something inside me. Now I don't know if he saw that in me, or sensed that it might be there, but he must have

had some idea of it. He loved what was happening around him and at the end of the sessions we'd sit there and have a drink and talk about things - his life, my life, how he got where he was, how I got there, all the big stuff. He never minded big talk.

I loved it. I was feeding off the energy that he created in an incredibly calm way. It was like being back at school and I was getting expert tuition from a life master. Eventually it had to rub off on me. Bob ran marathons so I said I wanted to start training again - I'd entered the London Marathon once before, did the training then pulled out at the last minute. And what did he say to me? That I was overweight, that's what. He could be brutally honest at times, but it was still OK. It shocked me into taking massive action with the intention of seeing it through and I lost 60lbs.

I didn't run one marathon; I ran ten. Now I want to run a hundred. I cycled from John O'Groats to Land's End. I was on a mission and all of a sudden I knew stuff was going to happen. Meeting Bob changed me fundamentally. It transformed every aspect of my life as I filled myself with new information about how the world works and how we fit in with it. I felt at home, but I'd had to make my way into it by changing my vibration. I wasn't ready for it before, I was in the murky world of Raves with its heavy drug scene and scummy feeling, but now I was having success by being creative and positive and forward looking.

The floodgates were open and I realised I wanted more; I wanted to be a better person and was devoting a lot of my energy to becoming that better person. Bob Patmore made that difference in me and I'll always owe him a debt of gratitude as I strive to live up to what he saw in me.

It's said that your life is a reflection of your inner self, so if you can feel differently inside you can improve your life; and conversely, if you're not able to like and respect yourself it should be no surprise your life sucks. Life is all about feeling and I soon cottoned on to the fact that if someone feels

good about what they've bought from you then you've made a great sale and that person is more likely to come back to you the next time they want to buy. It's basic marketing, but sometimes you have to experience these things from the inside before you can know the truth of them.

I set out to adopt this in my business and that's when I started to notice things happening that seemed to be leading me in certain directions. Some say it's coincidence; others say serendipity, or fate; but energy was definitely being created around me and the pace was quickening.

Time to strap in, things were about to get very lively indeed.

One evening at home, the TV was on and an ad came on for EDF Energy with the slogan 'It's not easy being green'. I thought the song worked well and they should release it as a single. I phoned EDF Energy. I called their corporate communications people, left messages, was promised return calls that never came, phoned back, left more messages and got nowhere. Then I started on the agency that had made the ad for EDF and made countless calls to them as well.

Eventually I had a call from the brand manager that handled the EDF account. He asked me who I was and why I kept ringing them, so I pitched to him that a single should be released and a group put behind it to stir up some noise. "That's funny," he said, "we've been thinking the same thing."

You see, serendipity.

We made the record, created a group with two amazing people, Ian and Kat, and I worked my bits off trying to promote it but it wasn't happening, it just would not catch fire. I was thinking of different ways to get attention and hit on the idea of getting the song on The Paul O'Grady Show. Well, you can't just phone up Paul O'Grady, but I looked through the show credits and noticed a guy, Peter Dickson, who did the voiceover so I searched for

him online, found his website and called him - in those days he still had a phone number online.

The next thing I know I'm taking Peter to Bob's place, they're getting on like a house on fire and Peter lets slip that he knows Scott Mills at BBC Radio One… which is how I came to be standing naked except for my shorts covered in green make up and stood outside Broadcasting House on a cold November afternoon singing the song to Scott in the street!

Look hard enough and you'll find it on YouTube. The record still wasn't a hit but it got us a shed load of coverage and put me in the orbit of Peter Dickson.

There I was, running around like a headless chicken keeping Bob's studio busy when I realised Peter had an amazing network of contacts that he wasn't using in the way I wanted to, so it was obvious… I had to go into business with the best-connected man in showbiz. He knew literally everyone, from top producers to the most powerful commissioning editors and more stars than there were in the night sky.

His was the voice of everything, but most of all it was the voice of The X Factor and more than anything I wanted to be on The X Factor…

Peter Dickson

I met Peter Dickson because I had to solve a problem and once again it was all down to me picking up the phone and making a call. Peter didn't know me, he wasn't expecting a call, he's a busy man and yet I must have had something about me, something about what I had to say and the way I said it that made him stop for a moment and listen. Then he agreed to meet and things started to happen. Again.

I needed to get the EDF Energy record on the radio and TV, but I

didn't have the budget to hire radio pluggers so it was down to me and my creativity - what could I do to get this record to stick? That's when I found Peter's name on the credits for the Paul O'Grady Show, tracked him down online, found a phone number and called it.

We met and straight away he delivered Scott Mills, who had the biggest daytime show on BBC Radio 1. I cooked up a story that if Scott played 'It's Not Easy Being Green' I would turn up at Radio 1 and perform it live… naked and green!

He played the record, which was how I ended up stood outside Radio 1 covered in green stage paint wearing nothing but an acoustic guitar, green boxer shorts and the smile on my face singing 'It's Not Easy Being Green' to Scott Mills and a bunch of office workers happy for a few minutes of afternoon distraction. It wasn't easy being me in that moment, but I loved it. This was a tiny taste of where I wanted to be, doing what I wanted to do.

The thing is, Peter didn't arrive out of the ether like some genie; he didn't happen along by chance. What happened with Peter showed me that if you approach something with solid intention anything can be made to happen by attracting the right people at the right time.

It turned out Peter had a similar idea. It was clear to me right from the off that in essence Peter spent his life running around doing favours for others. If he could help them, he would. He's a total giver. He didn't ask for anything in return, he wasn't focused on the money, he was focused on helping people - an introduction here, a meeting there, a phone number, email address, a bit of inside information. He did favours because he never knew when he might need to ask that person to help him and for all his many skills - and let's not forget this is an incredibly gifted and talented individual - that's essentially how he's built his career.

I saw it immediately. He is the most connected man in show business. He

knows everyone, he's mates with most of them, and respected by them all. People like Peter, but he wasn't using any of that for business. I pointed this out to him and we started talking, hanging out, laughing a lot and sharing ideas about how we could harness his contacts and my energy and have a lot of fun together.

Which is just what we did.

We started to put a few deals together and he would invite me to some of the shows he was working on, just for a look around and to hang out backstage. Finally he invited me to The X-Factor and I was in seventh heaven. I was completely obsessed with that show because I loved the idea that a single TV show could completely change someone's life in a massive way. I had applied to be on the show as a contestant three times and been rejected every time.

Arriving there with Peter proved another important lesson to me - you don't need to bother with the front door because very often that door isn't designed to be opened and the doorkeeper isn't trained to let you in. Life will serve you better if you go round the side and find another door, or better still, create your own door, open it and walk right on through. It works.

There I was at The X Factor. With Peter. Me and Peter. At The X Factor. Oh yes. This was the series with Olly Murs and Jedward, so the absolute pinnacle of the show's powers and I was in everything. I was running around backstage, speaking to everyone, shaking hands, up in the control room, in the dressing rooms, running around Simon Cowell's private room, saying hi to Si as he walked by. I was just there. I was in the loop. I was creating my own party. It was like that thing that Steven Spielberg talks about where he just kept turning up on set and eventually he made films - this felt like my Spielberg moment.

I don't think anyone knew what I did, but they all knew who I was, or

thought they did. They recognised me and when everyone's too cool to ask what the hell you think you're doing, you're going to carry on doing it, right? Of course. I carried on being there every Saturday through the series leading up to the final, the final with Sir Paul McCartney and George Michael as special guests. Two of my biggest musical heroes, right there. And me. I even managed to upset Ronan Keating at the wrap party before being whisked away to some club on Park Lane and partying with The X-Factor team and stars of the show.

I was having the time of my life. The. Time. Of. My. Life.

On the show they sacked judge Louis Walsh and I came up with a big PR idea - how I could be the next X-Factor judge. Louis had gone and Simon had discovered an unknown judge - me - and added me to the panel. It would make great PR, boost ratings, focus renewed interest on the show. I put the proposal together and gave it to the series producer Mark Sidaway who thanked us and went away to have meetings. He came back a few days later with a very respectful, deeply considered knock back - it wasn't the right time for the show, all that kind of stuff.

For once the rejection didn't hurt. The very fact that I had been considered seriously was enough of a win. Remember, you don't ask you don't get!

The next idea was for Peter and I to work with some of the talent from the show. How do you do that? "Well", as Peter would say, "we jumped in a fast car, love." Which is exactly what we did and drove around trying to find X Factor contestant Lloyd Daniels. Phone call after phone call brought us to a Holiday Inn in North London where we found Lloyd, got him in the car and told him he could be a big star. I think he was already pretty sure about that, but if there were any lingering doubts we dispelled them in double quick time.

We were in overdrive and managing Lloyd just made the wheels spin

faster. I had a sharp introduction to the hysteria that surrounds people in their moment of fame when we found ourselves at an event in Windsor and the car that was meant to pick us up didn't show, or I hadn't arranged it properly, anyway we had to walk down the street and we were literally mobbed. It wasn't long before a situation developed and we were out of our depth.

Predictably, my short-lived shot at becoming a great pop svengali didn't end well. In all honesty I was ill equipped to deal with a 17-year-old wannabe pop star trying to find himself as much as he was trying to find success, but I liked Lloyd and hope things are working out for him now.

I really enjoyed that moment in time. Everything was moving so fast we barely noticed. Peter and I were whirling about TV-land like dervishes. He could open any door it seemed, there was nobody that was beyond his reach and they all wanted to be in Peter's world - and therefore mine - because of The X Factor.

Duncan Bannatyne

Be careful what you wish for.

I've never had any problem with ambition it's what drives us. Ambition has energy. It's a fuel; the power that delivered me an opportunity to work with Duncan Bannatyne.

He had been as close to a hero to me as anyone, particularly in business. I saw an uncompromising, incredibly driven, shrewd, clever, bold businessman, a giant of his kind. I liked the way he came across on BBC Dragons' Den. He spoke sense, didn't suffer fools and took no prisoners, but he also recognised good ideas, admired innovation and encouraged sound business practice.

In short I wanted to work with him, he was my kind of guy.

At the time I had landed a deal to provide the National Union of Students with an online entertainment portal that we called Kaboosh - I'd walked in off the street, saw the guy, done the deal and walked back out onto the street with a tidy contract in my back pocket. Love it.

Of course I was feeling confident, I was on it, I was making things happen and mad keen to get in with Duncan Bannatyne, but how? I did the obvious and applied to Dragons' Den. I heard from the show's producers, we had a few chats on the phone and they were keen for me to take it forward, but I pulled back. It wasn't right for me and I knew it. Doing the obvious thing never feels right to me and when push came to shove I just didn't fancy being on the show.

Time passed and in the crazy way these things happen the name Duncan Bannatyne kept cropping up in unexpected circumstances - I'd be thinking about something and then see him in the papers, or on TV, or someone would mention the show - it felt like he was coming back into my orbit.

For example, I was at Chesney Hawkes's house writing songs with him and he happened to mention he'd played a birthday party for Duncan Bannatyne a couple of nights before and was pretty friendly with him. Playing it cool - well, as cool as you can when you're writing songs with Chesney Hawkes - I raised an eyebrow and filed that little nugget away in case it came in handy.

A few months later I was working with Stavros Flatley, the Britain's Got Talent legends and one of them said they were performing for Duncan Bannatyne that weekend and what a buzz that was going to be. I'd been getting on well with the boys and asked Demi, the Dad, if he could mention me to Duncan - just that I was full of ideas and would love to meet him.

He said he would but he didn't. Oh well.

Peter Dickson then called me and said he was having lunch with Duncan Bannatyne the next day and that I should go along and make a pitch to him. Just like that, totally out of the blue, I was going to have lunch with Duncan Bannatyne.

Thanks Peter, you beauty, but I really wasn't ready for that.

Still, fortune favours the brave and there was no way I was going to pull out of what I had already convinced myself was the opportunity of a lifetime.

The next day I turned up, early of course, at a swanky restaurant in Fulham that Peter had booked and waited nervously outside. Then Peter rang. He was running late, but he'd be there in half an hour or so, could I keep Duncan entertained until he got there? "Umm, yes, of course". How though? Did Duncan even know I was going to be there?

I didn't have long to think about it before I noticed a big, black Mercedes slowing down in front of the restaurant, all blacked-out windows, chauffeur at the wheel, you know the kind of thing. Just before it stopped the back window slid down and there was Duncan Bannatyne looking straight at me. I nodded. He nodded. I approached the car, which stopped and he got out. I gave him space then introduced myself and said I was there at Peter's invitation to have lunch. He said OK and in we went.

So far, so terrifying. He clearly hadn't been expecting me, but must have been keen enough to see Peter that he decided to wait for him. I explained Peter was running late, told him how we were in partnership, ordered water and bread and kept him chatting, but it was hard work.

Now, Duncan Bannatyne's a busy man, what did I have that would interest him? Websites, social media, the digital cutting edge… he was polite, just about, but I knew I couldn't hold him for much longer. Fortunately Peter

arrived and took over the situation - he's great at that; puts people at their ease. So we got chatting again and I mentioned something to Peter about The X Factor and Duncan perked up. He was suddenly very interested and hadn't realised the extent of Peter's involvement.

All of a sudden I knew we had him. He was fascinated by our on-set and behind-the-scenes stories, absolutely loved it. Peter kept nudging me to put the idea to him and then worked up a few more backstage tales to keep things flowing. Eventually I pulled myself together and told Duncan we had an idea for him that would make millions, but needed next to no input from him.

I then pitched him the idea of Bannatyne Digital - a full service digital agency that would extend the Bannatyne brand into new territory providing websites, content, social media, e-commerce and marketing services to Britain's small businesses that were going to be the engine room of the economic recovery. Small businesses would identify with the Bannatyne name, there'd be media and political interest in the move, we'd do all the work and all he had to do was a little bit of promo and consent for us to use his name. As far as he was concerned it was free money. I offered to build him a new website for The Bannatyne Group and set him up a new e-commerce operation.

He liked the way we talked, was right behind the idea and said he'd be in touch. To this day I don't think I've had a lunch that left me feeling as good as that one. Afterwards he sent a tweet about having lunch with us and created an instant mini storm on Twitter. I thought he was the nuts. I thought I was the nuts.

All the bigger and riper for fate to dish out a good hearty kicking then…

Not that I knew it, but in that moment I flicked the switch on the biggest bomb I could have created and set the timer for if to go off at the worst possible moment.

I didn't have a second to spare for reflection though. I was excited and within days I'd had emails and calls from his lawyer wanting to talk terms. Before I knew it Bannatyne Digital was up and running and I was getting ready for his name to open all the magic doors. I don't mind admitting I was incredibly proud of being in business with Duncan Bannatyne, I thought I'd done really well, nailed it in fact. But I was heading for yet another fall, because I was nowhere near prepared for any of it.

For a start I had no team. I'd painted the picture and sold the image of what Bannatyne Digital would look like, but I had nobody to actually do the work. I had very little knowledge, no staff and no expertise. I didn't have the right tools or even really any idea of how I'd make it happen. Within weeks of going live Duncan's tweets and a couple of press releases had brought in business worth a six-figure sum and there was I desperately trying to recruit a team to do the work.

The trouble was I needed experts and I got blaggers. You hire what you are so the people around you become a reflection of you. I should have had a long, cold, critical look at myself in the mirror first, but I didn't and the business was ramping up in direct proportion to Duncan's expectations. What's more he wanted his new website and was keen to see money rolling in through the e-commerce store I had promised. Deadlines were getting closer and closer and in the blink of an eye they were being missed and I was making poor excuses for late delivery.

I could see where I'd gone wrong - I hadn't thought things through. I'd sold my business hero on a great idea, but was ill prepared to make it happen.

My response? I went on holiday to Florida for six weeks.

Yeh, I know, but it had been booked for months and I didn't want to let my family down. Florida is five hours behind the UK so for six weeks I got

up every day at 5am to find my phone full of messages from Bannatyne's people. Suddenly it wasn't Duncan or his PA calling me, it was his lawyers. They are ferocious and with good cause - it's their job to protect Duncan Bannatyne's name and reputation. They argued the toss over everything that bore his name, right down to the email signatures we used.

It taught me a hell of a lot about paying attention to detail and a lot more about looking out for micro-detail. And rightly so; I totally get it. The last thing Duncan Bannatyne, or anybody I do business with for that matter, but especially someone whose name is so well known, needs is for me to come along and tarnish that name in any way, shape or form. Late delivery, no-shows, missed deadlines and incomplete work do not serve Duncan Bannatyne well. Therefore, I wasn't serving him well.

Back at home my team wasn't functioning. They couldn't keep up with the orders, deadlines had ceased to mean anything and jobs were going undone. I had Duncan's legal team on my case the whole time, I knew the money was running out, my stress levels were off the scale… suffice to say it was not the holiday of a lifetime I had imagined.

I resigned myself to seeing things through in Florida and resolved to get home and put everything right. We'd be OK.

Then it happened…

That August the streets of London resounded to the sounds of youths rioting and looting as gangs smashed up shop fronts, set light to cars and buildings and tore the town up in the worst kind of disorder Britain had seen for nearly 30 years. Right in the middle of it, as a joke, one of my team sent a tweet to say he was knackered after being up all night rioting. Great.

He later resigned, but in the fallout I lost all credibility in the eyes of a man I had thought of as a hero. And that hurt. All of a sudden I was this little kid again, underachieving, too scared to say the thoughts in my head out

loud, being told by them I wasn't good enough, that the good stuff wasn't for me. I'd had a taste but now life was slapping me back down again - if this was a cartoon there was a great big cast iron frying pan banging me across the head… Clang! Clang! Clang!

A few days later I got a call to meet Duncan for lunch at The Ivy in Covent Garden. I turned up and he was fuming, absolutely stinking with rage. It didn't take long and we were embroiled in a full-on, stand up slanging match - in public, for all to see. His fury was fully justified and I'm afraid I didn't salvage any of my tattered reputation that day. It was no contest and before I knew it I was out on the street where I had started.

Shit.

The email from his lawyers to wind up the business arrived a day or so later. I was to cease trading as Bannatyne Digital. There was no further business. It was over.

I didn't take it well. Who would? It hurt; I mean really hurt. I had a dysfunctional team with no work. I had to pay them. I didn't know what they should do. My head was down I could barely walk in a straight line. I remember going for a walk on the cliff top and my lawyer phoned and I just broke down - literally broke down. I couldn't stand up I was crying so hard. I was embarrassed, ashamed and feeling nothing but raw pain. I couldn't believe it had all gone so wrong so quickly. Four months from first meeting my idol to being hounded out of The Ivy in disgrace.

Those weren't the last of my tears, but gradually over the next few days I came to my senses and realised that all the positive thinking in the world can't help you if you're not prepared. Duncan Bannatyne has worked long and hard over many years to achieve the things he has. If he makes a successful deal it barely ripples the surface, but if he makes a bad one it causes a tidal wave of reputational damage so if he felt what he had

achieved was being threatened in any way how could I expect him to react any differently?

They say the Master only turns up when the Student is ready and I never really understood what that meant. I do now. I thought I had it all worked out, that I knew what I was good at and was pursuing that with all my passion. I thought I knew what I wanted and how to get it. What's more I went out and made it happen. I took great action, was incredibly focused and landed the prize. I was living proof of my own hype. Then I got a right good kicking, and lost everything again!

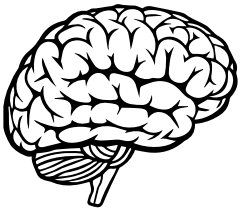
There's really no other way of viewing it. Somehow I had sold the Emperor's New Clothes, been found out, was beaten to a pulp and left bloody by the roadside. There was no quarter, no pity, I played with the biggest of big boys and lost. Badly.

In a position like that there's only one thing to do - get back up; and quickly. From somewhere I found previously unknown reserves of resilience and set about putting myself back together again. You really can take your pick about which cliché to apply here, but 'It's not how you get knocked down, it's how you get up again'. That works for me.

I could have continued to feel hurt and wounded, but there was no point. The outcome wouldn't change. It hurt then and it remains a little raw to this day, but it happened and now I'm glad it did. Rather than see that episode in a negative light, I see only positive things. It was a gift and it keeps on giving. I'm hugely grateful to Duncan Bannatyne and will always be thankful for the lessons learned and the experience of working with him. I have nothing but respect and admiration for him and his achievements in business. There's no 'but' hanging in the air, my appreciation is without qualification.

I deserved what I got. I'd sold "The Emperor's New Clothes."

Let's share wisdom!





"Our own mind is the single biggest thing that can stop us from realising our true potential. Learning to understand and listen to our imposter chimp allows our lives to truly flourish."

Paul Rouke
CEO - PRWD



"Mental health ,anxiety and depression is real. Happens to anyone and have been through it myself. Learn to take professional help, do the therapy take the meds and know there is light at the end of the tunnel, Sanity before vanity."

Rohit Bachani
Owner & Co Founder - Merlin Digital



"Be nice to people."

Paul Elliott
Theatre Producer



"No matter what, keep going. And always make sure that your mental state is positive."

Yasin Sebastian Qureshi
Executive Director - NAGA Group



"No matter how frustrated,
angry, or emotional you may
be with a situation at work
or at someone; take a pause,
a deep breath, and wait,
That moment is only
10 seconds of your life.
It will pass."

Mukesh Vsandani
Vice President, Learning & Organisational Development
Kerzner International



"After I shut down my company,
I went through the depression.
You learn things about yourself
when you face adversity.
And then you make a decision:
Are you a Fighter or a Victim?
I wrote on my wrist - FYF.
Fight, you Fucker."

Ronnell Richards
CEO - Intelligentbusinessadvisors.com



"Always trust your spider sense."

Peter Scott
MD & Co Founder - Blue Beck Ltd



"Break the rules, not the laws but the rules. Do what you need to do to grow your business."

Peter Hart
CEO - Fun Fancy Dress



"The power of imagery and type to empower people."

Neil Sims
CEO - Oakwood Agency



"If you want to earn average money, work average hours."

Neil Livingston
Optimus Search



"During some of my most challenging times in life and there have been many, I have always gone to the ocean for reflection, for calm, and to recharge and rebalance my mind and body; knowing that I would leave there ready to conquer whatever was holding me back. When you are on the water, you can leave everything on the land behind."

Margaret Sedy
Owner - Law Office of Margaret A. Sedy



A nugget, which I love but sadly
I can't claim as my own...

"A real leader is someone
who gives a damn about
you, even after you leave."

Fredda Hurwitz
Chief Strategy & Marketing Officer - RedPeg Marketing



"If your customers cannot relate to the problem you are trying to solve for them, you are working on the wrong solution."

Francois de Bodinat
CMO - ZeroLight



"Failure isn't the opposite of success,
it's part of success."

Roman Garagulagian
Economist - Forensic Economic Services



"No matter how big the challenge or task,
break it down and take one step at a time."

Rob Hedges
Head of Publishing Development - The Sun



"Never position yourself as an expert."

Russ Lidstone
Group CEO - The Creative Engagement Group



"Learning how to run a business
is like learning how to swim;
You'll learn faster, with less chance of drowning,
when you invest in a great coach."

Nikki Tapley
Founding Director - White Stag Property Group



"Conflict.
In order to achieve success you have to expect it,
survive it, learn from it and lastly forget it.
Let go of the wrongdoing of others so you
can focus on your journey.
I used to get very hurt and it would
derail me when someone slighted me.
Now I know it is coming and I fast forward
beyond the resentment period."

Alec Bartlett
COO - Hitfigure.com



"Don't take yourself or your
brand too seriously!
Good to chuckle every
now and then, life's pretty
short after all!"

Pino Di loia
CEO - BeaverTails Pastry



"Your business should be built around your customers, not yourself."

Mark Saunders
Group Marketing Director - 9 Group



"Don't let today's small picture ruin tomorrow's big picture."

Mark Davies
Owner Segment Pulse Ltd.
Author "Infinite Value - accelerating Profitable Growth Through Value-Based Selling"



"Please don't go to work to do the job wrong."

Don Baker
Don Baker Photography



"Have a plan and stick to it. But learn to fail fast."

Mark Dallimore
Vice President - AgileCraft



"Slow is smooth and smooth is fast."

Alyssa Atkins
VP Marketing - CareGuide



"Don't be so desperate to get into a deal or a partnership that you end up being more desperate to get out of it. Take your time, do your research, mitigate your risk and don't leave money on the table."

Christine Georgopulo
Founder - Blue Sky Ideation



"Work hard, learn as much as possible regardless of what role you're currently in, and above all try to enjoy yourself and have fun, because that will cause ripples on the water."

Karin Wasteson
Director - Blue Iris Capital



"When running a business you are faced with a daily barrage of complex seemingly impossible situations to resolve. E.g who to market to, what's the right pricing, keeping team motivation when things are tough, money! I've found that often you just need time and patience and the answers to these challenges naturally become clear."

Mat Rule
Director - Tocabot.io



"To be successful in life or business consider what you truly want, plan to succeed by making choices that will accomplish a dream. Dreams can and do come true. Be honest with yourself, be passionately committed to your dream and before you know it your dream will be your new reality."

Connie Rose
CEO - Empire Insurance Recruiters Inc



"Without passion
you cannot pursue your dream!"

Bernard Cruz
Regional HR Director - INTTRA



"Follow nuance and complexity.
Life is lived in the layers not on the litter."

Richard Nodell
President and Co-founder - Triadic Consulting



"Don't let fear in business
hold you back. Lean into the unknown
because what lies on the other side can be a
wonderful place of growth and opportunity."

Garry Dods
Founder - WeAreFearless.



"Keep your mind open as opportunity
is always around the corner."

Natasha Sutton
Creative Strategist



"Everyone who pushes themselves to grow has the Imposter Syndrome. Just remember the Imposter's Prayer: I don't know what I'm doing. I'm not stupid. I will figure it out."

Sunir Shah
CEO - AppBind



"Remember that everything you look at was at one time a thought in another persons head. In order to make that thought a reality there first had to be belief that this was possible. When I look at individuals like Elon Musk or Steve Jobs I draw great inspiration and it reminds me that I can achieve anything, I just need to believe it first. Believe in yourself and have faith in your own ability and others will also begin to believe in you."

Andy Harcup
Area Vice President - EMEA Sales



"Have confidence in the outcome and that you are going to get to where you are going."

Phil Strazzulla
Founder - Select Software Reviews



"It's important to share the kindness in business and giving time is the greatest gift you can give another entrepreneur."

Victoria Russell
Founding Director - Merlin Consultancy



"Build personal relationships. It's about networking like crazy, make the effort get out there and talk to people."

Jatin Ondhia
Founder - Shojin Property Partners



"We are all in the construction business. We can either build people up, or tear them down. Choose your tools wisely."

Jonathan Darling
Founder - Engage the Heart Leadership Coaching



"Don't be scared. Have courage. We're all scared really, it's just not everyone shows it."

Elizabeth Diaferia
Founder - Edventures



"In order to succeed in the 21st century, be purposeful and cultivate boldness, productivity, learning and empathy."

Fabrice Testa
Exponential Thinker - Futurist - Public Speaker



"If you don't like doing something then don't be any good at it."

Robert MacMillan
Group CEO - HH Global



"Always employ people who are better than you."

Paul Ringsell
Director - Beyond



"Most importantly, as my wife would say: Don't be a dick."

Tom Berry
CEO - Chameleon



"Just be nice - it's easier."

Adam King
Director - KCS Ltd



"If you can look yourself in the mirror at the end of each day, knowing that you played a straight bat and did your best, you've made it a great day."

Ian Farrar
Host - Industry Angel Podcast



"Don't wait to have career conversations with your children. Understand their Aspirations, you can't start too soon."

Sian Prigg
Founder - Start Sooner



"All people in the organization must be sales people."

Fernando Sicilia
Managing Director - Clinica Sicilia



Chapter 7
Onwards and Upwards

Testing 1, 2, 3 And The Hit List

Ever since I began the One Golden Nugget project in 2017 I have been constantly testing different things, trying a variety of approaches, working out what works and moving on from what doesn't. The digital world has made it easier than ever to experiment in this way and because everyone from Google downwards does it, there's nothing wrong in going public with something one day only to delete it the next because it doesn't work.

Own it. Tell people why if they ask, but don't hesitate to park something that's not doing it for you and move on to the next idea. To me this shows a confidence in what you're doing; it's a sign you're in tune with the bigger picture, the end game, you're just fine-tuning how you get to it.

Right at the beginning I drew up a Hit List of celebrities I wanted to interview then wrote, emailed and sent texts to as many of their managers, associates and agents as I could. It should come as no surprise to anyone that very few replied and even fewer assented to be interviewed, but that's OK. One person I particularly want to interview - I did then and I do now, even more so - is Oprah Winfrey. I'll never know if she has seen any of my requests but I remain hopeful that one day I'll be sent for and all will be well.

I'm encouraged in this pursuit by the tale of music writer Danny Kelly

who as editor of Q magazine in the early 1990s took to emailing Paisley Park, the HQ of sexfunk superstar Prince, on the first Monday of the month requesting an interview and promising him the cover of the world's most highly regarded monthly music publication. Prince hadn't been interviewed by anyone in the best part of a decade, but Kelly stuck to his self-imposed task.

On 1st May 1994 he got a reply. It read: "Monte Carlo, this week." That was it. Kelly sent his best writer and a photographer who could work without a studio and sent them to one of the most expensive tourist destinations in the world - on expenses. They knew Prince was there; they saw him. On one occasion he came up to them, stood alongside them, then walked off without speaking.

Four days went by before the Purple One's people summoned them to a five-star suite after midnight and sat them on one bed with Prince on the other. The writer was forbidden to bring a notebook or tape recorder; the photographer broke the one light he had brought, but they got the job done. Prince was fast, funny and happy to talk. When asked if he was a conduit for a higher force he told them: "No, I just practice a lot." Brilliant.

The magazine sold by the shed-load. Of course.

All of which is a stellar way of reminding us how we have to keep going, especially when things get tough. Running a marathon is a painful business, but the pain of finishing it is nothing when compared to the pain of quitting when it hurts like you think nothing has ever hurt before. That kind of pain can live with you for a lifetime; the other pain only drives you on.

One of the names on the Hit List I did speak to was four-time US Olympian, Rubén González, who competed in the men's luge from 1984 to 2010 becoming the first athlete to participate in four different Winter Olympics in four different decades.

As we spoke he mentioned Brian Tracy, the motivational speaker and multi-million selling self-development author. I asked Rubén if he knew Brian because although he had mentored me from a distance for years I had never met him or even spoken to him. In a flash Rubén had set me up with Brian as the power of connections worked for me once again.

Brian has said many amazing things; just look him up and check out the thousands of inspirational quotes that are attributed to him, but he talked to me about the need to understand the concept of the Plateau. When you start something you're firing on all cylinders, everything's moving fast and you get a rush of excitement, but that initial impetus will inevitably slow and you enter a period of level maintenance before a new injection of energy that triggers the next phase of growth.

We have to apply the same blend of persistence, faith and energy to the Plateau as we do to the fast and furious establishing phase or the secondary growth spurt and beyond. Too many people are addicted to the instant gratification they get from short-term gain. Far greater wisdom is to be found in savouring that success and using its energy to store the fuel that's required for future growth.



"Decide exactly what you want, write it down and then break your goal into small parts. Finally, take action on your most important goal and do something every day to achieve it. Never give up."

Brian Tracy
CEO, Speaker and Author

One of those who agreed on the 'Hit List' of people we created was Nick Grey who founded the Gtech vacuum cleaner company with his own money in 2001 and it's now worth well over £100 million. He started out fitting windows for 60-quid a week then got a job with Vax on eight grand a year and started saving.



"Learn to like yourself and love yourself so that when things don't go to plan you can fall back on those beliefs."

Nick Grey
CEO - Gtech

Like so many of the nuggets, it's a simple message but one that has real power. Failure is a fact of life and sometimes it's difficult take the knocks, but if you have total respect for yourself, if you can be sure you are doing right by the world, that simple faith will lead you to the inner strength it takes to keep on keeping on.

And it's funny how things happen. Just as I was thinking about what Nick had told me, that if we make that knowledge our foundation in life we are equipped to deal with almost anything it can throw at us, my phone flashed and up popped a quote from the novelist Lorenzo Dozier, a brilliantly talented young writer from Brooklyn who knows a thing or two about overcoming obstacles.

It read: "Every test in our life makes us bitter or better, every problem comes to break us or makes us. The choice is ours whether we become victim or victor. Everyone goes through problems, but never let the Devil win a battle where he wants to divide and conquer."

Signpost Nugget Fourteen
The Chief Hacking Officer

According to his LinkedIn profile Andy McCartney is the Chief Hacking Officer of the firm TaDaweb... and with good reason. He is the archetypal tech success story - bedroom coder and inveterate gamer to e-world superpower, the chic geek they all want on their side.

He created and sold a series of start-ups, including the award-winning Jampot Technologies before being courted by the tech giants including Microsoft Ventures start-up arm where he founded Microsoft Ventures UK helping build successful global start-ups. That done he became part of the founding team of developers and financial advisors at Whitespace, building scalable products that are used by global clients.

Let's be clear, this is a guy who has a track record of building successful start-ups capable of taking on the global players, and he's done it by making sure he has pursued his passions with everything his has.

He makes no bones about it, he's a geek, a computer nerd, who can build robots that Star Wars would think of as futuristic, but he started out as a gamer turned hacker and got really, really good at it. In his twenties he'll tell you he was a bit of dick, armed with a rampant ego to boot, but then he was taking on the big boys from inside their own machines - he hacked Xbox just so he could get faster than the best of the bunch.

By a roundabout route he met some better people to work with, learned a little humility and while in California he ended up being welcomed into the fold by Microsoft - the poacher turned gamekeeper.

For Andy generating money is the easy piece. In his experience he has found that all the things he thought he needed - money, backers, investors - only came when he pursued his ideas with the right frame of mind.

He likens it to being a mountain climber. You start out knowing nothing at all, only that you want to get to the top, whatever that is. So you climb up the mountain then realise halfway that you can't see the way forward. Do you carry on regardless, effectively climbing blind; or do you go back to the bottom and look for a different way up?

He has learned that the foolish climber presses on into the wilderness with every chance of getting stuck on the mountainside where he has to rely on others to put themselves in danger to rescue him, whereas the clever climber goes back a few steps, sometimes a lot of steps and sometimes right back down to the bottom and starts again, using the knowledge gained on the earlier climb. The really wise climber soon works out they need the help and support of others if they're going to make lasting progress.

If you think about it, the analogy works really well. As a young man I was all about getting to the top without ever really knowing what the top was or what it would feel like when I got there. I built something, lost it, built it again, lost it again, I felt I would never get there.

Time changes things though and you get a different perspective. Andy found the ethos behind One Golden Nugget resonates very strongly with his experience - it's about Human Beings not Human Doings. It's who we are not what we do.

His nugget is:



"Invest in teams not tech."

Andy McCartney
Chief Hacking Officer - TaDaweb

If you build a team around you of the right people you'll find problems simply dissolve and all the things you need to progress come along naturally, Like he said, generating money is the easy piece - if you get the right team everything else follows as a natural consequence.

From Andy I've learned that investors are not a bank, they are people to welcome into the team who bring certain skills and resources with them. The team is everything and the team will see you through. When you do something for the right reasons, with joy and passion, life will reward you.

These days Andy is focussed solely on the joy of what he is doing and part of that is working with the right people. It's a mentality that we all struggle to adopt but when we do it's completely transformative. I've had some terrible experiences, really bruising, but over time I have come to see them as positives, lessons learned instead of personal attacks.

Signpost Nugget Fifthteen
A Nugget Master Class

Sam White is the founder of Freedom Services Group, Pukka Insure and Action365. She speaks widely on diversity in the workplace, the challenges faced by women in business and has a thing about doing things the right way - ten per cent of the company's profits go back to staff and another ten per cent to grass roots charity partners.

Her nugget is one of those beautifully simple pieces of wisdom I tell to anyone who will listen:



"Always start from the assumption it's possible. Never give a nod to the negative."

Sam White
CEO - Pukka Insure and Action365

Actually, that is far more than a nugget; it's a master class in Life.

The negative is always there. The Law of Polarity is that everything that exists has an equal and exact opposite, but that doesn't mean we have to engage with the negative. It's there, but as Sam suggests, if we start off by assuming everything is possible, there's no need to engage with the negative. Being consumed by the negative just sucks the energy out of the situation and that gets us nowhere.

Never give a nod to the negative!
Thanks Sam, for beautiful, life-changing wisdom.

Signpost Nugget Sixteen
An Olympic Nugget

Right, imagine just for a minute you are in the finals of the Olympic Games rowing your heart out for your country. You are just a few hundred metres from the finish line and the glory of a gold medal. You're giving it every ounce of physical strength you have, this is the culmination of years of training, dedication, sacrifice and will. You feel the weight of the nation's expectations on your shoulders and the cries of the crowd ring in your ears, but the pain is intense, it cuts you like a knife. How are you going to get over the line in first place; what will it take to drive you home?

This is where the mind has to be stronger than the body. It takes unimaginable mental strength to compete at that level and get over the line. Small margins make all the difference so your mind and your body must work in tandem to stack the odds in your favour.

As psychology consultant to the GB Rowing Team since 1997, Chris Shambrook is the man who helped coach Britain's elite rowers in how to control that thinking. Through his knowledge and innovation he has equipped Team GB's coaches and athletes with the psychological skills to gain a competitive advantage.

He knows how to harness the drive that makes elite athletes want to win time and time again and having been around that kind of thinking for more than twenty years, in his own business Planet K2, is himself driven by a desire to see how people in other walks of life can develop that thinking to perform better.

I came across Chris through James Potter, The LinkedIn Man, who suggested he would make a great contributor. He wasn't wrong.



"If you only ever look to work on your weaknesses, your worse days will get slightly less bad. If you want to find out how good you can be, and how much better your best days can be, then commit to strengthening your strengths and building new ones. It's a simple choice."

Chris Shambrook
Performance Director - PlanetK2

By his own admission Chris operates with a delicate balance of confidence and paranoia - sure enough to focus on what already works and is delivering value, but consistently asking himself and others how it can be improved to deliver more. In other words, if even elite athletes are never quite the finished articles, how can any of us be? Our work is never done.

Chris went on to tell me that in his experience - which is considerable, remember - successful entrepreneurs tend to have two common traits. They have fear and they have the ability when knocked down to get straight back up again. The fear is the driver, and when you are driven and refuse to be knocked back that makes you unstoppable.

So let's all dive into the emotion of fear and face it. As they say, when fear knocks on the door and you open the door, there is no-one there. It's just an illusion of the mind. Using fear as a driver in this way then makes the emotion a force of positivity rather than something to shackle us.

What do you fear? Go face it!

Signpost Nugget Seventeen
A Golf Lesson

Having co-founded the award-winning executive sales training agency Kissing With Confidence, Russell Wardrop knows a thing or two about positive mental attitude, about inhabiting the right headspace to get things done.

He's nothing if not adaptable, applying his skills to business sectors from top flight law firms to sought-after surgeons - he sets out to create what he terms 'Rainmakers', people who not only use their own skills to grow their business they can create a team of talented people around them who will add to the energy.

Russell used to be a keen golfer, very keen - he played off 11. He told me a pro-am tournament that he took part in and the professional golfer he came up against. Happy to be observing a solid pro at close quarters and absorbing all he could from the situation Russell told the pro that he was probably the best golfer he'd played against and that he should be holding his own against the very best in the world.

The golfer shook his head and told Russell that he didn't stand a chance. Why? Because he knew he could not summon the absolute focus it takes to play elite golf.

To be the best anything requires complete focus on that thing to the exclusion of everything else. You don't start dozens of businesses and hope one of them comes up trumps, you do one thing and you do it really well. Once that business is up and running the way you want it to run then you leave it in trustworthy hands and move on to the next challenge.

Talking with Russell it struck me that, regardless of what people have

been successful at, all of them have approached their chosen path with energy, passion and, above all, focus. They are unswerving in their pursuit of their goal and align all their actions to achieving that thing - if you do nothing, nothing happens.



"Focus."

Russell Wardrop
Chief Executive - Kissing With Confidence Ltd

Signpost Nugget Eighteen
Instinct

Becky Lodge is the woman behind Little Kanga, the best-in-class management consultancy that specialises in B2B growth, and she has been a loyal supporter of 1GN since the very beginning for which I am truly grateful.

Becky's nugget is a simple one, but so powerful:



"Trust your gut, it's never wrong."

Becky Lodge
Founding Director - Little Kanga Ltd

I have never understood why we're not taught more about the inner self. I don't remember intuition ever being mentioned at school, and it should be. We all have it and it's something that with focus and practice you can get better and better at using.

It's that feeling you get in an instant response, the first thing you sense. Don't ignore feelings for they are your guide.

It goes back to the Jonathan Shalit interview elsewhere in the book where he talks about not going down blind alleys and saving time. Experience teaches you it's not right, that's your intuition.

On a subconscious level we know all the answers.

Since speaking with Becky and hearing her nugget it has continuously reminded me to 'trust my gut' with the process of building 1GN. Thanks for the signpost Becky!

Gary V Rejection - I Love You Man!

If you don't know who Gary Vaynerchuck is, I suggest you Google him.

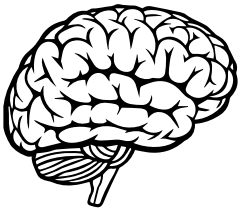
The man is a legend. He has inspired me so many times. Wendy the Connector sent him an email and introduced me. I wanted his nugget for the book so badly. He declined because he was too busy.

Now, as far as I can see nobody is too busy to share wisdom, I just needed to put the question back to him in a different way.

On the 1GN Show we create videos in which I lark around in front of the camera, tell stories, share nuggets and just have a laugh. So I created a series of episodes dedicated to him - I even wrote the Gary V song 'A No is Never a No'.

I followed all his staff on LinkedIn and sent them messages telling them about my quest for Gary V. No response ever came, so I'm going to mail Gary a copy of this book. And yes Gary, I will get you in Book 2, it's coming. I love you, man!

Let's share wisdom!





"Life is all about the challenges, it is crucial for all of us to understand the challenges and then deal with them. People say that emotions make people weak, I feel emotions make people stronger and equip them to face challenges and then solve them. Life is beautiful if you acknowledge it."

Souvik Sen
Financial Services



"Our thoughts create our reality."

Hannah Beko
Lawyer / Coach / Trainer



"Do the right thing.
Your moral compass
is your business compass.
Your reputation is everything
- you only have one so look after it!"

Richard Young
Vice President - Vault CDMS | Veeva Systems



"Don't believe everything you think.
The biggest thing that slows everyone down in life is that thing that sits on your shoulders.
Focus on solutions instead of problems.
The things you think about most are what you become."

Derek La Crone
Founder - Tudo Bem Enterprises



"Be nice, be kind and listen intently.
Not just to others but to yourself."

Catherine Morris
Founder & MD - Iroquois PR



"Overcoming self doubt. I have 3 things I do every morning:
a. Prayer & meditation.
b. 4 affirmations.
c. Gratitude list."

Alex da Silva
Founder - Happy As Larry Group



"The success in life is to love yourself."

Priscilla Koukoui
Founder - OviSquare



"Making sure you know what your boundaries are, so others don't push theirs on you."

Mina Movasseli
Founder - Mind The Blue Print



"Don't follow everyone."

Owen Jobling
CEO - Talentorder



"You are not as old as you feel, but as old as you are."

Michael Grimm
CEO - ingentis.com



"Never go it alone. Co-founders and team members keep ideas fresh and stop you from putting on the blinders. Sometimes a little perspective goes a long way."

Taylor Ryan
Chief Marketing Officer - Valuer.ai



"Listen very carefully to everyone to discern both content and context."

Danny Flamberg
VP Marketing - Orion



"I'd rather back an "A" Team with a "B" Idea, than a "B" team with "A" idea, because the "A" Team will figure it out and the "B" Team will screw it up!"

Todd Johnson
Senior Marketing Director - kathy ireland Worldwide



"Make sure that in your career, you are positioning yourself and your personal brand for the role that you eventually want. You have to define yourself and not let other people define you because of your title."

Jeff Perkins
CMO - Parkmobile



"Keep the past in the past, don't let it negatively define who you are today and into the future."

Scott Gainey
CMO - Cherwell Software



"Always be honest with yourself,
quality decisions come from evaluating reality,
if you are fooling yourself,
you cannot expect to be effective."

David Breen
Managing Director - m3ntor Limited



Never let a failure go to waste.
They are a painful yet
necessary part of our growth."

Wilson Tsai
Founder - Greedy Fish Ventures



"I go through 3 steps before
making a decision.
I ask my heart, then my
mind and finally my gut."

Elif Ceylan
Founder - ALEAF Consulting



"You make your own luck!
The harder you work
and the more you put in,
the bigger the reward.
It isn't easy and it never gets easier,
but it is true what Rocky said 'it's not
about how hard you can hit, it's about
how hard you can take a hit, get up and
keep moving forward!'
You have to learn how to handle the ups,
the downs and stay motivated and
positive to be able to instil confidence
and happiness in your team.
Once they believe in you and trust what
you do and how you do it, they will
feel confident and happy. A happy team
makes for very happy clients.
Never give up
and keep moving forward."

Ben Blackmore
CEO - Bmore Group



"Start with the end in mind.
If you decide what you want in your life and business, and then figure out the steps go to that point, you're far more likely to end up in a situation you love and are successful in.
I've met a lot of business owners who are stressed and unhappy, and it's because they started something without a real plan of how to control it, grow it sustainable, manage their time in the business, and eventually separate their time from the business.
If you start by asking, 'Where do I want to end up?' or 'What do I want this all to look like in 5 years?'
then you'll be more likely to succeed."

Biron Clark
Founder - Career Sidekick



"Success comes when you look for courage and find a brave compass inside you. Set it to your true north, let passion will guide you. Go on. Grab your glorious future. It's yours for the taking."

Alexsis Wintour
CEO - Indelible



"Look for unbeatable masters... and beat them all!"

Victor Ruz Barrero
Founder - INDIEstudio



"An introduction lasts a lifetime. You cannot know what the future holds, once you have met someone you know them and who knows what, when or how your paths may cross again. Never miss an opportunity to meet people!"

Marcus Wood
Managing Director - Fleming Banfu



"Juggle the Ball."

Don Sedy
Founder & CEO - Upper 90 Group LLC



"Sit straight, breath straight, think straight."

Uwe Bald
CEO - Hermes NexTec



"Know much, understand little.
One might know a lot.
The problem is how much one understands.
The barrier is how much one
can implement their understanding.
This is the human challenge;
in this respect, the managerial arena
is only the microcosmos of humankind."

Amnon Danzig
Management Consultant - Israel



"Everything you want is on the other side of fear!"

Steven Tristan Young
CMO - Poshmark



"Turn adversity into triumph."

Rachael Manning
CEO - Global AG



"It's better to do it than live with the fear of it."
Inspired by Logen Ninefingers - A character from Joe Abercrombie's 'The Blade Itself' series.
I say this before I have to make a tough call, speak in front of people, or do anything that feels a bit daunting. It always helps me get on with it."

Craig McCartney
MD - Chief Nation



"The base of success pyramid consists of hard work, determination, passion and self-belief."

Noha Amin
Cyber Security Woman Leader and Multi Awards Winner



"If you do not maintain your imagination active, it will disappear."

Sophie Bodi
Art Director - What'zhat Design Agency



"Happiness is a choice.
When you wake up in the morning
choose to have a good day.
Decide to be in a good mood.
You'll quickly notice how a positive outlook influences decisions, behaviour and output throughout your day.
Not just yourself but the behaviour of others too."

Gemma Oakes
Director - Mercieca



*"Let's have a cup of tea...
it is always good to have
a cup of tea in a crisis."*

Adam Twidell
CEO - PrivateFly



*"Panic Slowly!
Whatever the crisis, take a moment
to think around the problem."*

Tom Skelton
MD - KEB (UK) Ltd



"Any direction is better than no direction."

Doug Johnson Poensgen
CEO - Circulor



*"Remain optimistic,
hungry for the good idea."*

Denis Kaminskiy
Director & Co-founder - Arcus Global



A good source of golden nuggets has to be The Tao Te Ching - and this one in particular is relevant to business (and certainly my experience, having managed 1000's of people over the years).

"A leader is best when people barely know he exists.
Of a good leader, who talks little,
when his work is done, his aim fulfilled,
they will say, we did this ourselves."

Lao Tzu

Mick Silver
Founder - Moovshack



"Say yes to every opportunity and speak to as many people as possible. Because you never know who might meet along your path."

Kirsty Whyte
Creative & Product Director - Soho House



"Focus on, whether things are going well with your company or not. Having the goal of making something better every day."

David Perkinson
Senior Vice President - LeapFrog



"Take responsibility for everything."

Dean Adamson
MD - Mummy Meagz



"Always think big, but start small. And remember, I did it because I didn't know it was impossible."

Jose Bort
CEO - EventsCase



"It does not matter whether you win or lose - as long as you win!"

Mark Plant
CEO - Business Growth Advisory Group



"If you find a way to release some pressure from your shoulders, just don't do it. Most probably it's the worst way to do so, think again."

Kourosh Akbari
COB / CMO - Aliajgaran



"Do something everyone needs, and get good at it. Passion has nothing to do with it."

Jake Shaw
Founder - Twelveronnies



"Focus, focus and focus more."

Akin Onal
Founder & CEO - Babymori.com



"Have patience and tenacity."

Adam Gordon
CEO - Candidate.lD



"You need to have clarity on what's going on in your business."

Alastair Barlow
Founder & Chief Dreamer - flinder



"I had no regrets about anything I'd done. But huge regrets for the things I hadn't done. Don't wait to do the things you want to do."

Alan Wick
Empowering Entrepreneurs



"Don't think where you can
get with what you've got.
Think about what
do you need to get
to where you wanna be."

Alex Artyomenko
Head of Real World Evidence - Ergomed PLC



"Make sure you're working on what's important, not what's urgent."

Alastair Morris
Sales Director - Pryor Technology



"People's mistakes re marketing is they think they have to have catchy one liners. But it comes back to great story telling."

Christopher Ayan
Head of Marketing - Paladin Cyber



"Swim in the mile, one mile at a time, all going upstream with a persistent determination until you get where you want to be.
No one said it's easy!
No one said it's not a long journey!
But you know it will be rewarding to achieve your ambitions.
The moment you give up; you end up floating downstream like a dead fish going someplace where others want you to be."

H.J. Chammas
Multi-Award-Winning Author and Coach - Employee Millionaire LLC



"Customers don't actually know what they want, they need their hand holding on that journey."

Clive Deakin
Founder - Route 2 Revenue



"Learn who to trust then return that trust."

Melvyn Ingleson
CEO - Business Solutions



"Because I said no today it doesn't mean I will say no tomorrow."

John Rawlings
CEO - Df2020



"People always do the stupid, selfish thing. Once you know this, it's easy to predict what will happen and plan ahead."

Andrew Errington-Thomas
CEO - Consulting Point



Chapter 8
The Energy Builds!

The 24 Hour Rule

Entrepreneur, motivational speaker, musician, philanthropist Craig Handley loves to live his life like an extreme sport. Today his company, Listen Trust is a high-performance strategic marketing partner and the industry leader in English and Hispanic language agent services, but Craig started his career as a paperboy, worked his way up from a door-to-door insurance salesman and served five years in the US Army Infantry during the first Gulf War.

Craig's email address is on his website so I asked him for a nugget. He replied and I think it's best delivered in his own words…

"My golden nugget is to practice the 24 hour rule. I've met so many amazing mentors in my life, when I was young I was emotional... it would cloud my judgement.

Glenn Reed is someone no one might know but he was the first person in my life to believe in me. His advice continues to serve me today. He called it the "24 hour rule."

He said that there is nothing in my life important enough to react to within 24 hours and that I should take that time to think through the many possible outcomes that could happen based on how I react.

20 years later and I still carry some emotion and I don't always abide by the 24 hour rule, but it's often a mistake when I don't."

When Craig sent this nugget through it hit me between the eyes. I've seen thousands of nuggets over the past few months, but this one was really special.

Why? Because I've never applied the 24 hour rule - not ever; not once. And I should have applied the 24 hour rule because it's very cool and could have saved many an issue created by 'heat of the moment' reactions and 'off the cuff' decisions.

I think we've all done it - fire off an email as an instant response and then wish we hadn't.

This 24 hour rule is the approach of someone who is in control of their mind, someone who understands that with the passing of that time, emotions subside and perspectives on both sides can shift.

And not just for the negative stuff. Sometimes saying 'yes' too quickly can also result in a negative outcome.

By applying the 24 hour rule, we allow the sands of time to settle and the thought process to proceed unhampered by raw emotion.

I absolutely love it!

Signpost Nugget Nineteen
Leave A Legacy!

Emily Chang is a woman in complete control of her mind and where she is going. She is refined, graceful, the epitome of the emotionally centred, ethically focused human being who understands her purpose in life and conducts herself accordingly.

She completely embodies her core values and you have to admire that whenever you find it.

Emily's nugget is a genuine game-changer, the kind of wisdom that makes you rethink everything.



"Everyone's created
with a unique purpose and opportunity
to leave a lasting legacy."

Emily Chang

In other words we're here with the potential and resources to do so much more than we are. Frankly, it's a bold thought…. maybe even a brazen one. To believe that each of us can leave a lasting legacy in the world.

I didn't know Emily Chang when I first reached out to her, but I knew her track record - Senior Vice President Starbucks, Head of Retail Marketing for Apple in Asia, CCO at InterContinental Hotels. She operates right at the very top of the game and I had no idea that she would even reply to me let alone in the way that she did.

But somehow, I just knew this was going to be important, I don't know why I knew that, I just did - sometimes you just get a feeling about these things.

Emily has just taken a few months off to write her book. She had this thing, Social Legacy, which is all about leaving behind something of lasting value, something significant, that makes a difference to people's lives.

For more than twenty years she and her family have invited youngsters into their home to live in the spare room for anything up to three years. These are kids who through illness, circumstance or environmental factors are being prevented from making progress. Emily takes them in and with the loving environment of her family home as a base, she mentors them, develops their skills and puts them back together so they can go out into the world and achieve.

Her idea is that all of us have a metaphorical 'spare room' we can offer those in need. It could be free time, clothes we no longer wear, food that won't be eaten, whatever, every one of us has something we can give so that others won't need.

She speaks of taking a 'Yes… and' approach to the world. It's an active decision to be positive that results in a more interesting and fulfilling existence because you are constantly learning and growing by being of benefit to other people.

Social Legacy is her personal brand and, as a result of our chats, I've been able to work with her on a few things and she is mentoring me in the 1GN project, advising me on how to use the nuggets and how the pages should look. Out of that initial approach has come a fruitful and entirely positive business connection that is mutually enriching and feels… Well, it feels fantastic!

Emily is motivated by her special purpose and believes passionately that the world would look a lot different if more of us were similarly motivated. But how do you find your special purpose? It's as simple as this - you identify the thing you cannot abide, the one thing that really grates with you, that you just cannot stand… and resolve to put it right.

Instead of running away from something that makes you angry and feel bad, you run towards it armed with ideas of how to change it and put it right.

Ever since the start of the One Golden Nugget project I have felt the nuggets have changed me. Each time I'm exposed to some new wisdom I feel differently about my life and the universe. Each nugget changes me in ways I could never have imagined.

Emily has inspired me to create a social legacy of my own. With 1GN we are going to give back to mental health charities, especially for kids. I want to build schools, help educate and spread positive vibes across the planet and change lives in the process.

Thanks Emily for the signpost!

Signpost Nugget Twenty
The Man From Microsoft

It's a great secret in life that most of the top people understand - you have to find a way to get comfortable accepting what life delivers on your journey. Getting into 'flow' state really is a heaven on Earth because you just accept what shows up and don't waste time fighting what you don't like.

That doesn't mean that successful people don't gain experience from getting things wrong - they do, all the time - it's just that they dance to the rhythm of their life experience.

I spoke to Geoffrey Colon who is Head of Microsoft Advertising Brand Studio and his nugget couldn't be any simpler or more clear:



"Be open to possibility."

Geoffrey Colon
Head of Brand Studio - Microsoft

Be open to possibility, that's just beautiful wisdom and of course anything is possible.

I needed an example of how being open to possibility had worked for him in business and asked him how he came to be working at Microsoft.

Previously, as Vice President Digital Strategy at Ogilvy & Mather, the global advertising and marketing agency, he had received a series of emails

from a recruiter saying they had an opportunity that might interest him. Any senior person like Geoff will receive a constant flow of these approaches but without knowing exactly why he realised there was something he liked about this particular recruiter and he replied.

They followed up and set in motion a chain of events that saw him land his very senior role at Microsoft.

The key point is that he chose to respond to that email rather than other similar messages he might have received. It's a bit of cliché, but it demonstrates very clearly that first impressions really do matter. It is one of the fundamental aspects of a successful life that in the first moment you meet someone, in that first nanosecond they are already forming a view of you.

The way we communicate digitally is critical to success. You need to become very, very good at it and stamp your own digital personality on it. Well done to that recruiter!

Being open to possibility has taken Geoffrey Colon to the very top. He is an incredibly inspiring man - curious, open-minded and he loves to surround himself with motivated people. Why wouldn't he?

Signpost Nugget Twenty-one
The New Jersey Multimillionaire

Mike Luzio is not an easy man to get hold of and it's no wonder.

Having started with $15,000, in less than a decade he built and sold his first business the Industry Retail Group (IRG) for more than $50 million, then sat on the board of the new company for three years. In 2016 he'd had enough and launched Luzio Vs Everybody (The LVE Group) to help others do with their business what Mike has already done with his - capital, consultancy, partnerships, marketing, exit planning, whatever your business needs LVE delivers.

I can't actually remember how I heard about Mike Luzio, but about 30 seconds after seeing his name for the first time I knew I had to talk to him. Following my usual modus operandi - just ask - I worked out Mike's likely email address and mailed him. Then sent a message on LinkedIn.

In gathering these nuggets it has struck me how forthcoming people can be. I think the key to it is that I make it clear I don't want anything from them. I only want to share a little of their wisdom and take it to a wider audience. I'm quite open about it; I've no reason not to be.

A week or so later I got an email from someone in Mike's office informing me they'd like to interview me about the possibility of speaking to Mike. Wow.

So the phone rang from USA. There were two people on the call and they gave me a proper grilling, going into deep detail about who I am and what I wanted and how it might be represented. After being thoroughly checked out they told me they were intrigued and thought Mike would be as well. They'd be in touch.

Before long he was on the end of my phone - expansive, expressive, he put me at my ease and fielded my questions with warmth and wit. He's worth millions, I mean millions, but he can't leave it alone. He loves winning, he says. Loves the grind, the hustle; loves meeting the resistance, taking it on and overcoming it. He just likes to get what he wants.

As we spoke I felt a little bit of that New Jersey front relax and he opened up more on his motivations. He recognises that not everyone runs at the same speed so his aim is to always be putting in more effort than anyone else - that way he reckons he can keep pace and get ahead. If his competitors give 100%, Mike's going to give 120% and so on. The lesson of his life is that it works… most of the time.

He calls himself 'The Truffle Pig' because he has a nose for the right deal and they're the ones he pursues most vigorously. He also claims to lose more than he wins although I wouldn't mind betting he wins most of the ones he really wants - in his words if he can look himself in the mirror at the end of the day and feel good about what he's done then he's a happy man. He does his best to avoid despair, but even Mike can feel it gathering when things don't go well.

Obviously he made quite an impression and afterwards, as I thought about the hoops I'd had to jump through to get to speak to Mike, I saw it all a little differently. He does have a ring of steel around him but that ring is more porous than it at first appears. There is a way through it, but you have to do it Mike's way.

His time is precious and he knows it. The time he spends with someone could be time spent earning. It's a simple fact of Mike's life and I can't help but have respect for that.

Signpost Nugget Twenty-two
The Songwriter I Always Wanted To Be

Now, here's a guy who has built the life I always had mapped out for myself. You know the film About a Boy? Hugh Grant plays a guy who lounges his way through life, luxuriating in idleness, living off the royalties from a Christmas song his father wrote decades before. Stuff happens and he learns a few valuable life lessons, but his actual life looks like heaven on Earth to me.

Well, Phil Thornalley told me his life was like that. He co-wrote Natalie Imbruglia's international hit 'Torn' and a couple of number ones for Pixie Lott. Before that he had been in The Cure, mixed Duran Duran and was nominated for a Grammy for producing the Thompson Twins. He has written songs and toured with Bryan Adams' band among a host of stellar music credits. He's a thoroughbred music industry guy. Nice bloke. Very laid back.

I met Phil through the power of connections. Having connected with Stephen Chadwick, Stephen introduced me to James Potter, The LinkedIn Man, who put me on to Chris Shambrook sports psychologist for Team GB Rowing through five Olympics - wow! Chris told me about his cousin who was 'a bit interesting' and it turned out to be Phil. Wow again!

Amazing the power of connections and the flow they can create.

A quick read of his Wikipedia page and I realised I was talking to the man who lived the life I should have. Obviously he works really hard but to talk to him it sounds like all he does is nothing very much.

His nugget was:



"Sometimes the wisest thing to say is:
I don't know."

Phil Thornalley

And it's that laid back, relaxed attitude to life I find so instructive.

'I don't know' means everything is still a possibility. Nothing is ruled out. It's all still on the table. What a thing that is? Possibilities everywhere. Although he had enjoyed moments of major success, for 20 years until 'Torn', Phil was essentially a jobbing songwriter, bass player and producer, picking up work when he could and hoping what he earned would tide him over between gigs. That's the music business, my friends!

'Torn' was a life-changer for Phil. Suddenly, he went from earning £150 a night playing bass to everyone wanting to work with him. That brought a new problem - how do you pick the offers to accept? How do you choose who to work with? How do you say no? What if you turn down the wrong one?

One moment can change your life and you have to be ready to accept that moment. Success comes and the floodgates open and you have an array of different decisions to make. It shows me that there's always another mountain to climb, but more than that, it's not just about conquering mountains it's about enjoying the view along the way.

Signpost Nugget Twenty-three
A Blast From The Past

When I was younger I was always in a great big hurry, I mean a MASSIVE hurry - nuclear-powered, jet fighter speed; that kind of hurry. At 19 my goal was to be a millionaire by the time I was in my mid 20s. Now, that's a nice goal to have, but it was impatient of me and turned out to be completely foolhardy.

I was in a total rush. My goal had no foundations. And that's why everything collapsed in the way it did on more than one occasion.

Creation doesn't like to be rushed, it needs to be watered, nourished and respected. Time has revealed to me that life is a series of seeds that are being planted continuously. Dig up the seed through a lack of patience and that's the end of that; it'll never have the chance to grow to its full potential.

The nuggets have taught me much about patience. 'Slow is smooth and smooth is fast' was a game changing nugget for me because, for the first time, I could actually visualise the idea.

Create no resistance, there is no end point, it's all about the journey not the destination. Let's calmly, effectively flow through life and respond to the feedback it offers. That's a huge change in me and a lot easier said than done when everything is falling apart, but it's a major part of what I am today and how I approach my life.

As I said, it wasn't always the way…

I first met Spencer Gallagher in the mid-noughties. He founded BluHalo, one of the UK's top ten digital marketing agencies and a Deloitte Tech Fast 50 company. He drove an Aston Martin. I wanted to be Spencer!

I thought I'd get in touch again to see what had changed and he was kind enough to respond and give me some time. It turns out he sold the company and moved on to other, even more successful, things.

As a much in-demand consultant he has helped more than a thousand agencies to grow and has enjoyed a front row seat as time and time again he has seen his way of working pay dividends.

He's good. One of the best, in fact, but the best way to find out about what Spencer does is to look him up and see for yourself. To my delight we found ourselves talking more generally about how we do what we do and why it makes us keep going.

We got on to the subject of what happens when everything is going horribly wrong. I was desperate to know what Spencer did when he hit a roadblock. How did he cope? What was he thinking? How did he make sense of it?

He told me that whenever something is going horribly wrong he saw it as a test of his resilience.

"I'm always telling myself that something big is about to happen," he said.

It's interesting wisdom from a guy who is at the top of his game and has been for many years because we've all had the experience of something going horribly wrong, the moment when you feel you can't go on. What sets Spencer's thinking apart is his absolute belief in what he's doing.

The secret is to dig deep and find the inspiration to continue from within, use those positive reflexes to keep your head up high and reaffirm your faith that something amazing is just about to happen.

But in order to realise the dream we have to go through those moments of doubt and anxiety - it's as if life won't release the gift until we've seen them out. After all, if we don't believe in what we're doing, how can we expect to make it?

Facing up to our problems and seeing them from a new point of view enables us to look beyond those difficulties and start to focus on the solutions not the problems.

I love this kind of wisdom, the kind that sounds so obvious you think you must already know it, yet the more you think about it the more profound it becomes.

Try applying that kind of thinking to the nugget that Spencer delivered right at the end of our chat:



"It's a lack of focus that leads to a lack of greatness."

Spencer Gallagher
Co-founder and Joint CEO - Cactus

I'd love to hear what you make of that.

Signpost Nugget Twenty-four
Business Problem? It's Not A Problem

The CEO of David Lloyd Leisure, Glenn Earlam is a man I have the ultimate respect for.

That he's successful is beyond doubt. He has overseen an exponential growth in David Lloyd leisure clubs at home and abroad and in his previous post he doubled the number of locations in Merlin Entertainment's Midway Attractions, the division that includes big hitters like Madame Tussauds and SeaLife, from 45 to 90.

Glenn is also one of the loveliest people you could wish to meet - kind, generous, open, he is exactly what Jonathan Shalit had been speaking about when he told me years ago that you have to be liked otherwise how can you expect to do any business?

We spoke for a good half an hour and I felt we really hit it off, understanding totally where we come from in rejecting out dated notions of how to get on in life by being aggressive and domineering.

However, I have to confess that, mercifully, I have no idea how to relate to Glenn's nugget.



"You've just got to keep on going, survive today, understand life will get better and the cloud will lift."

Glenn Earlam
CEO - David Lloyd Leisure

But my understanding of that nugget and his are very different. He arrived at that wisdom having endured the most terrible loss imaginable - the loss of his baby daughter Kate to Sudden Infant Death Syndrome, cot death.

I cannot begin to imagine the horror of that, it is literally beyond my understanding.

Glenn has learned through the most awful experience that most problems in business are not problems at all. They are just a set of circumstances that will pass and will actually leave you richer for having learned a lesson or two. The things that happen to us are experiences, no more.

Buddhist teaching is that in life pain is inevitable but suffering with it is not, we can't control pain only how we react to it.

What I take from that is that we need to keep things in perspective. In business, if something doesn't go our way, that's fine, back up and try again or move on, but don't get bogged down in trying to force the outcome. There is much to be learned when things don't go our way and if ever I feel tempted to succumb to unhelpful thinking I measure my supposed 'crisis' against the events that brought Glenn to realise his nugget.

Create A Feedback Group

Before ‘One Golden Nugget’ I never solicited feedback on anything I was doing. I would have an idea, work it up and go live. It’s not the best idea to be honest. It can work, but too often I find I’m so caught up in the piece I’m working on, I go blind to it.

With ‘One Golden Nugget’ we attracted a large number of people who were incredibly generous and very happy to give early feedback on what we were doing. We all see the world as we see it so we got a really balanced set of opinions from people in all walks of life. This has been absolutely critical because it has brought a wide range of different points of view.

My advice in any kind of venture is to build a small network of people you trust and share ideas and work-in-progress with them and offer to do the same for them.

The feedback has helped shape ‘One Golden Nugget’ and now we are actively promoting it so that all the founder members of the network can see new features first and give opinion on future developments. Everyone wins… and it’s fun!

At this point I must mention a few people who are part of our feedback group.

Barry Leahey MBE

Barry Leahey is a total mover and shaker. He runs Playdale Playgrounds, a world leading company that sells really cool playgrounds, and was one of the first nuggets I interviewed.

Right from the very start Barry has been there, a gift from nugget heaven.

My first question to him was; “How did the MBE come about?” When he told me it was for foreign trade it knocked me out - clearly this is a guy with a quality thinking process.

There’s so much to be learned from people like Barry and, very often, if you just ask them they will tell you. All along he has given me opinion, mentorship and at one point during this project when my mind had gone weird Barry just said: “Great opportunity, go and talk about it.” So I did and because of that one piece of advice I found so many other people also who struggled with their mind. Being open allows others to be open.

He told me that every business should go through a crisis because it enables the dead wood to be cut out and the business is made healthier for it. Insights like that are so precious. The top people in life love sharing their experiences; they are givers. So my initial 15 minutes on the phone with Barry was an absolute education and our connection has continued in that vein - not exactly Master and Student, but something close to it.

Not only is Barry a natural born sharer; he’s also incredibly forgiving. I was supposed to meet Barry at The Guildford Tavern in London for a lunch. I went to Guildford instead! But that hasn’t stopped him offering me some top level connections, including No 10… everyone should get to know a Barry.

And his nugget? Simplicity itself.



“Make every day count.”

Barry Leahey MBE
Managing Director & CEO - Playdale Playgrounds Ltd

Our human experience is a limited one and that's what makes it the gift it is. I'm hugely grateful for that nugget and for the time Barry has given me. Class.

Brian Williamson

A truly incredible man - Brian gave me his time, his connections and his nugget. He just opened up his black book of contacts and delivered some of Scotland's finest movers and shakers. He also gave me the seed of an idea that turned into us giving away one share of the business with each of the first 1,000 copies of the book we sold. I love the idea of those early adopters like Brian coming along with us on this journey.

His nugget is:



Get to know every person,
and understand their likes and dislikes.
Get to know them as people,
treat them as equals and
make them feel appreciated.
Do that and you will have created
a social contract of mutual respect.
That will allow you to discover
the talent that lies within everyone."

Brian Williamson
Investor and Entrepreneur

Craig and Pam McHugh

Every post we have put out on social media they have liked and commented on. And I mean every post. You need people like that in life. It's not about the social media activity it's about the support - someone in the early days going: "I like what you are doing here." It builds confidence.



"Success is actually fairly straightforward, and without doubt, without one crucial ingredient, it simply will not happen. That ingredient is communication. So communicate amazingly, both inside and out because it's the key to absolutely everything you do."

Craig McHugh
Founder - Living Your Learning Ltd

Wendy Green

She's 'The Connector' from New York, look at her up on LinkedIn. She literally is the world's greatest connecting machine. Her connections even delivered Will Smith's manager. Thanks Wendy.

Wendy's nugget is:



"If I had to chose one nugget to pass to my daughter, it would be to spread change and create positive energy."

Wendy Green
Founder - Hono LLC

Eleanor Tweddell

Eleanor is all about looking forward. She is the redundancy mentor behind Another Door, the online community that offers support to people when facing the next step that has been forced on them by circumstances beyond their control.

Maybe that's why One Gold Nugget resonates with her - born out of adversity it is delivering a sense of purpose with benefits far beyond any I could have imagined.

In truth, Eleanor has been a gift to 1GN. From the start she has supported us. When we were going after Oprah, Eleanor was there, tweeting her. When we launched the Kickstarter campaign, Eleanor was the first person in for a Personal Page on the network. Without people like Eleanor 1GN would never have got off the ground.

Let's look at her nugget:



"Trust yourself.
Give yourself time to listen to yourself.
Without all the noise.
You have all the answers you need."

Eleanor Tweddell
Founder - Another Door

It is said that in the silence we can hear everything; and it's true.

This is why meditation is so critical. When you slow down and calm the mind you leave it open to those flashes of inspiration.

You need to find what works for you, but constantly running at 100mph doesn't work. As Eleanor says: "You have all the answers you need."

You are more powerful than you realise. Stop and listen!

Michael O'Brien

The legend from Pitney Bowes. Michael has liked, commented and shared all of our 1GN Shows.

Eduardo Ibacache Rodriguez

Everyone needs an Eduardo in their life. On the nugget journey he has been a constant source of advice and positivity. His nugget is great wisdom, but what I love about it is the word 'Explorer' in his title. We are all 'Explorers'; let's not forget it.

Eduardo is signed up as a Founder Member on the network and I so look forward to reading and sharing his wisdom.



"I promise to follow my passion,
and if I fall,
I will rise and try again,
because that is my culture,
spirit, and blood.
I am a passionate one."

Eduardo Ibacache Rodriguez
Explorer & Writer, Digital Expert - WayOfThePassionate.com

Stephen Chadwick

Stephen Chadwick is CEO of Shepherd, a highly successful InsurTech that helps businesses with property take control of risks, operating expenses, efficiency and performance.

I don't recall how I first met Stephen, but he's one of life's gifts. If we've done it, he's supported it.

In the tough world of knockbacks he's the man who has always said 'yes' to us - you can read to what extent later in the book, but he's been there for us ever since we first spoke about 1GN.

Stephen's nugget for me cuts straight to the core of what it takes to build a great life:



"Take the time
and have the patience to learn
and know who you really are.
Being authentic is a very strong
and powerful leadership quality."

Stephen Chadwick
CEO - Shepherd

Vanessa Ugatti

Back in 2017 when I started the nugget journey Vanessa was my second interviewee.

We met for coffee in a Bournemouth hotel that has since been knocked down - a fairly graphic reminder that life doesn't stand still!

Vanessa is an inspirational coach, speaker and author who shifts thinking in business to enable people and companies to create more time and freedom by charging what they are worth.

We look forward to welcoming her onto the 1GN Network in 2020.

Her nugget is:



"Value yourself, value your clients and value your business in equal measure."

Vanessa Ugatti
The True Worth Expert

Catherine Wicklund

Catherine's LinkedIn profile reads: "Innovative Thought Partner for CEOs and Business Owners."

"Innovative thought partner." Those are three beautiful words. It's a precious thing as an entrepreneur to have a thought partner, someone with whom you can shoot the breeze, without judgement.

Catherine has been doing that for me on the nugget journey and I have to say she is one of the best.

Her nugget is class, something I've been doing that all my life - just get started people, you can correct the course as you go:



"Take imperfect action"

Catherine Wicklund
Private Peer Advisory BOD Chair and Coach for Executives
and Business Owners Vistage Worldwide Inc

Joel Hopwwod

Joel is co-founder and CEO of Shopper Media Group, a Sunday Times Fast Track 100 company in the UK and absolutely flying as a business.

But like all great One Golden Nugget stories, it has been thoroughly tested along the way. The short version of the company story is that some years ago they were growing and expanding as a business, then overnight lost a client which removed the majority of their income.

That's hard to take and would have most people running for the hills, but not Joel. With his team he faced it and became stronger for it. They saw it as another test to overcome and overcome it they did.

Joel always says yes to coffee with me to discuss my next idea, that's nice.

His nugget is:



"Whenever something happens in business there is always a good reason and a real reason."

Joel Hopwood
Co-founder & CEO - Shopper Media Group

Hannah Smart and Sarah Murray

Hannah and Sarah are Edge Urban Design, master planners whose team has delivered planning permissions for more than 30,000 new homes across the UK - and at the time of writing they've only just celebrated their first birthday.

As they say empowered women empower women and Hannah and Sarah are smashing it!

They've come up with an idea for their business page they're calling 'Boomerang Videos' -they ask someone a question and that person then films the answer and sends it back.

Stunning! I'm going to borrow that idea for 1GN. I love that about 1GN, someone thinks of something then someone else spins on it and comes up with a new idea, which could potentially then share wisdom for millions.

Hannah's nugget is:



"A comfort zone is a wonderful place, but nothing ever grows there!"

Hannah Smart
Director & Owner - edge Urban Design

From my own life experience I know that is so true. I've learned the most when I've been the most uncomfortable with my situation; when I've had to dig deep and find inner resources that lay dormant.

John Watton

John is a legend in the world of marketing. A legend.

He is Adobe's Senior Marketing Director for Europe, the Middle East and Africa, leading the team that is very successfully establishing market

leadership and driving demand for Adobe Enterprise solutions across Experience Cloud, Document Cloud and Creative Cloud.

A self-confessed tech aficionado he has led global and European marketing teams for software sector leaders large and small that have the vision to disrupt the status quo, either to do things better or to define a new category.

Obviously, being in the creative industries Adobe is a name I've been a fan of since the moment I heard it. It changed the world with its groundbreaking Adobe Flash web software ecosystem and its Photoshop and Portable Document Format (PDF) have become synonymous with their functions.

Adobe Illustrator is industry-standard vector graphics software; while the Adobe Creative Suite and its successor Adobe Creative Cloud are indispensible.

And the elegant way Adobe position the brand is a total master class, so it was an honour to speak with John.

His nugget is:

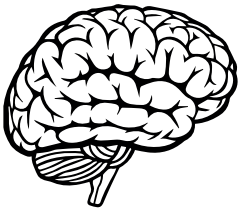


"Focus on what you are good at.
Focus on your strengths and find work where your strengths can be magnified."

John Watton
Senior Marketing Director, EMEA - Abobe

I love that wisdom. It's a mindset born from experience and for anyone reading this, just embarking on their chosen career path, it's a nugget I would suggest you make your guiding light.

Let's share wisdom!





"Keep It Real!!....This is not just an attempt to resonate with a young work force but there is real value in this statement. In today's world of celebrity CEO, everyone is working hard to be the next Steve Jobs, Warren Buffet or Elon Musk. While is it great to understand what traits and styles these great leaders possess, it is another thing to try to copy them. Being a leader is about being honest to your employees and to start with you need to be honest with yourself. Pretending to be something you are not will ruin your credibility and you will simply come across as phoney. Learn from the best leaders but be true to yourself while working to emulate their success."

Brian Waligora
CEO - Surfaceskins Ltd.



"Don't work with a company who don't share your morals or personal code of ethics as it will leave you not believing in what you do."

Olivia Webster
Business Development Director - WhiteCap Consultancy



"Get out of the building and talk to customers, the folks with the keys to building a business they want to do business with!"

Bob Dorf
Trainer & Coach



"Never ever say or write anything about anyone you wouldn't be prepared to say to their face."

Shelley Schachter-Cahm
Head of Compliance Monitoring - EFG Bank



"Everything is in front of us and every day is a day full of new opportunity."

Mike Curtis
Group President - Start



"See things through yourself, own it."

Mathew Hassel
CEO - CoachHire.com



"How you tell your story, is as important as the story itself."

Mark Sherwin
MD - Accenture Interactive



"It's not about what you can take from your network. It's about what you can give back."

Liz Cole
Senior Marketing Director - Cytel



"Allow your creative energies to lead you forward faster."

Lisa Murray
Creation Catalyst



"For me it's quite simple. You have to temper your enthusiasm for getting started with discipline to follow the plan you set out and don't get too excited too early. Use any early success you have to put down strong roots in your business. You'll position yourself well to take up opportunity as it presents itself and equally prepare yourself for unexpected down turns. We experienced unprecedented success in the business which made us believe we could invest heavily but that took us way off plan and we ended up having to reign all that back in year 3. It's made us stronger and far more disciplined now."

Phil Street
Co-founder & Director - Momentum Hospitality Recruitment Ltd



"Don't let personal emotions get in the way of business decisions. There are many people who have tried to damage my reputation but I have still dealt with them whilst it makes good business sense to do so. If you always put yourself in the mindset of the other person you can usually justify their actions at that point in time to calm your emotions. Ultimately by being the bigger person you accelerate beyond them and leave them behind."

Martin Bradburn
Chief Executive Officer - Peasoup



"You have two ears and one mouth - learn from the ratio."

Michael Bolton
Director Digital Marketing



"A business needs generalists and specialists and not to compare the two. If you're a generalist you will never be able to deliver as well as a specialist and a specialist will never be as broadly competent as a generalist. Place and pace yourself."

Jan Steward
Managing Director - Babybond



"I very rarely employ the person who looks right on paper. A lot of people can write a good CV or interview well but not be a good culture fit I rely a lot on gut feel - you can train and develop skill in the right person but you can't teach attitude."

Gemma Storkey
Marketing Director - MarketMakers



"There is always a way forward,
never take no for an answer.
It's about showing someone the way."

Laura Harvey
Director of Communications - Autotrader



"Believe in yourself
and you can achieve anything."

Jayne Morris
CEO - TPP Recruitment Ltd



"Believe in what you do.
Work out why people need you,
even though they might think they don't.
And never give up
even when things look pretty bleak."

Jane Sunley
Purple Cubed



"The only failure in business, is the failure to put your hand up and ask for help!"

James Morris-Manuel
MD - Matterport



"Focus on what you want and don't get distracted by your own fears internally and by what others say. Everyone was once a beginner and so anyone, with any background or life experience, can learn and achieve what they want in life."

Michelle Scott
Director - TotalCompliance.co.uk



"Only focus on what really matters, be objective, if it won't make the difference then don't do it - be that what you do today, next week or over the next 6 months."

Alan J McCafferty
Managing Director - Balmore Business Ltd.



"Being self-employed means that there's always a niggle of needing to do "just one more thing" - because if I don't do it, who will? We constantly feel obliged to go outside of our comfort zone and believe that success lies at the end of our (ever growing) to-do list. But only recently have I learnt to stop putting pressure on myself and plan my day around small but effective tasks.
Even if one thing gets done, it's still a step in the right direction - and if you set up a business because you love what you do, then it's time to enjoy the entire journey."

Gabriella Block
Director & Founder - Nut Blend Limited



"Assume people are working on best intent."

David Leen
Co Founder - Grovelands & Formation Group



"In life you may not always make the right decision, but you can always make the decision right."

David Goodman
DG Associates



"Resilience and grit is something that has to come from within. We have to be prepared to go through pain."

Dan Alexander
Global Director of Training - CD Recruitment



"Never stop running."

Jonathan Bannister
Founder, Strategist and Facilitator - Make Happy



"If it was easy - everyone would be doing it."

Ian Fishwick
Chairman - AdEPT Technology Group plc



"If anyone is convinced they are right,
trust them with a healthy dose of suspicion."

Ilya Kazi
MD - Mathys Squire



"Admit your weakness
and it becomes your strength."

Gav Gillibrand
www.gavgillibrand.com



"Live life without fear."

Nav Ramiah
Founder - parcelmonkey.com



"Help people."

Gavin Devine
Director & Founder - Park Street Partners



"1-1 relationships really matter. Seek out the opportunity to connect on an individual level, which strengthens us as a community and helps us discover better ways to fix the world's problems."

Janice Dru
Senior Marketing Director - Cambridge Innovation Center (CIC)



"Life is a lifelong learning journey where true knowledge exists in knowing that you ultimately know nothing."

Socrates Coudounaris
Chairman Institute of Risk Management



"Life is about humanity thriving, not simply existing."

Steve Jennings
Founder - WERO



"Be mindful of the folks that make your company what it is. Without good humans, great results don't happen. I always find it more rewarding to help someone with their situation than their career. Their career is only a small part of their journey. Being impactful in their life and family is by far the biggest impact any professional can make on a daily basis. Changing lives is the penultimate."

Darren Magarro
President - DSM



"Humans come in two varieties.
Those who help their fellow travellers.
And those who laugh when they fall."

Dan Leighton
CEO - Agilis.ai



"There are only two questions worth
to find the answers in this world:
Who you are and what are you doing here.
Do not let distractions pull you away
from answering those."

Flavio Souza
CEO - Fullcircle Innovations



"Trust is key.
Be a genuinely trustworthy person.
This is the solid foundation
of ANY single successful relationship, whether
it be with people or companies."

Seb Paisey
Director - AdRoc Consulting



"Be organised and do the best you can do day by day, all you can do is be the best version of yourself and keep going. It may take millimetre nudges at a time but always keep moving, and when you look back, you will realise how far you have come."

Natalie Edwards
Actor & Entrepreneur - Transition Stage Company



"Stick to the plan! When you start a company you have a business plan for a reason. STICK to it. Friends, family, colleagues will try to help and support you with the best intentions and many times come with good suggestions, which are not part of your plan. Do not get off script - stick to your plan / your product / your goals! That was essential in year 1 for Logitalent. We stuck to our model / plan / and product offering and we have been profitable every year in business with 25% growth year over year."

Rasmus Nielsen
CEO - Logitalent Inc



"He who angers me,
defeats me.
Never let anyone
get you off your game.
Don't raise your voice,
raise your argument."

Michael Donahue
Managing Vice President - Amotec Inc



"Play out the consequences of your decisions. All decisions have consequences, whether good or bad. Often, I've done things without playing out the impact of that decision. Something that seems like the right decisions now may have negatives repercussions in the future. If you lay out the potential consequences, you'll make better decisions about your future."

Mark Lamplugh Jr
CEO - Influence Media Solutions



*"Discipline and positivity!
That's how you must approach
everything meaningful in your life."*

Ted Huntington
CMO - Ted Huntington Marketing



*"Learn to allow healthy inclusion.
Listen to trusted staff and advisors and allow them
to express themselves without being judged."*

Marques Ogden
Keynote Speaker



*"Communication is key;
whatever the situation and circumstances,
keeping everyone fully appraised
of issues (and more importantly
solutions!) and timescales and
anything that alters them is vital."*

Tom Warrender
Partner & Board Member - Wilson Browne Solicitors



"The same team
can deliver different results
by changing the company culture."

Ron Thurston
Vice President of Stores - INTERMIX



"Surround yourself with great people, maintain a positive mindset, and with a fair bit of grit and determination you will succeed, eventually!"

Gabrielle Burns
Company Director - Bohill Health



"Consider carefully your business mindset and surround yourself with others who balance you, either technically, commercially or visionally."

Nicky Matthews
Director - The Marketing Menu Consultancy



"Getting older without getting better is simply degeneration, not growth. The drive for continuous improvement distinguishes the living from the dead."

Muhammad-Ali Baig
CFO - Sharjah Investment & Development Authority (Shurooq)



"Be a radiator, not a drain! If you approach life like that, work or home, you get much more out of it. I got to a certain place in life, and realised I could affect the outcome by my energy."

Nina Jasinski
Chief Marketing Officer - Ogilvy



"Throughout your business life, you will be presented with opportunities to win by unethical means. Winning by unethical means may result in early success but it will follow you throughout your career and business. Choose the ethical path and your success will be both well earned and satisfying."

Stephen Joyce
CEO - Rezgo



I'm sure this has all been said before but it's about hard work for me. I truly believe that people that are top of their game didn't get there by working 40 hours per week. If in the early days of a start-up you work 80 plus hours per week you are going to make progress at twice the speed of someone working 40 hours.

Graham Foster
Founder & Managing Director - Cyber-Select



"Too often I hear my friends, family or business associates say he or she's so lucky as someone drives past in their Ferrari, or the CEO of a company announces the latest big client win for their business.

This really frustrates me because I don't believe the Oxford English Dictionary defines the meaning of 'luck' correctly, especially for business.

The definition of as I understand it is the one offered by Seneca, the Roman philosopher, that luck is what happens when preparation meets opportunity. Essentially, if you're prepared and you're not putting yourself out there you won't be generating any opportunities to be lucky with. Conversely, if an opportunity presents itself and you're not prepared, again, you'll never be lucky.

You really need to keep your head above the parapet of opportunity and when something's fired in your direction be prepared to grab hold of it with both hands. Only then will you stand a

chance of being one of the lucky ones.

With this in mind it's important to be able to ascertain quickly whether an opportunity you're prepared to run with is actually commercially viable and not something you're going to be wasting your valuable time on.

Too many entrepreneurs suffer from F.E.A.R. - 'False Expectation Appearing Real' - and only think they're prepared. They forget to really get under the skin of an opportunity by asking three important evaluation questions:

1. Does it answer a real world challenge/problem?
2. Have I got the team to execute the idea/concept?
3. How is it going to make money?

If you can answer all three questions then you're not suffering from F.E.A.R."

Brian Smillie
Founder & CEO - Beezer



"Stop thinking so much
and start asking more questions."

Ryan Edwards
Director of Consumer Experience - Quigley-Simpson



Chapter 9
The End Is In Sight!

The Kickstarter And Something Called 'Radical Transparency'

I was aware of crowd funding but I'd never done it. That was until the nuggets delivered a connection to me called Kirsty Whyte. Over the course of this project I have learned to trust the nuggets and been amazed at some of the wisdom I have encountered as a result, so for no other reason than it felt right Kirsty and I met for in London for an interview.

Afterwards she suggested we could do a Kickstarter to raise funds. She'd previously run a successful Kickstarter campaign for her watch business and raised £25,000. Pretty powerful.

With Kickstarter you create a page and a number of pledges you want people to back, set a time limit and then go live. If you don't hit the pledge amount you get nothing. I loved the idea. Despite the fact it was a potential disaster if I didn't hit target it was definitely my kind of campaign!

It took us a full month to get it together. Actually that was a good process for learning exactly what the 1GN offering to the world was. I love the process of refinement and to our credit we are reasonably good at it, but if you don't go through this refinement and improvement process the world will feel it.

Ensuring your message is crystal clear takes a lot of blood, sweat and

tears, after all you are asking people for their hard earned money so you have a duty to get it right. If you don't life just throws it right back at you - the market is too saturated, so as with any product your business sells and markets, it has got to be amazing.

We had the book and I decided we should do something a bit more special with it, make it more than just a book. It's packed full of people's wisdom, little pieces of their souls, and I wanted to make it stand out so for Pledge One we created the 1GN Box set. Limited edition, the book is packaged in a beautiful black and golden embossed box, each one numbered. The box also includes the Pocket Book of Wisdom a free 30 minute coaching call, 1 share in the company and delivered by FedEx. Bargain!

Now, that felt like something a nugget person would love, and perhaps gift to their clients and team.

Beyond the book it was clear we were onto something with the sharing wisdom idea. I'd learned from the nuggets that we are only limited by the extent of our thinking, so why impose a limit on what we can achieve? Often it's because we don't believe we can do it; we aren't enough somehow.

Given that I thought I'd set an intention to create the next big digital company.

That's right, world domination! Proudly, I told anyone who would listen. It's not a social network for blithely commenting or simply liking stuff, it's a network built on sharing wisdom. Users can send out good vibes and focus totally on the benefit they get from receiving similar nuggets.

The network takes us beyond the book and creates something bigger, but always with the idea of sharing wisdom for the benefit of others.

I have an issue with social media platforms, where for the price of free

entry they are going to analyse my life and send me advertising based on it. Is it healthy for a single private company to know so much about me? About you? I don't think it is, especially given the recent revelations around the selling of data.

Personally, I've stopped posting on Facebook. I don't want it to know what I'm doing, what I'm eating, where I'm on holiday and everything else it takes from me in order to refine its digital profile of me so that it can make money out of it from its advertising clients.

One Golden Nugget is something different. Firstly, there will be no 3rd party advertising - ever. I think people are bored of being sold to. Secondly, there's to be no data sharing - ever. Nobody can comment on your wisdom and leave something negative, there are no spam messages and no likes so nothing for users to be concerned about. It's only about the wisdom.

For sure, there are great benefits to Facebook and other such social networks, but I think the world is moving on and they seem to be struggling to stay relevant, no matter how much money they have in the bank.

On the Kickstarter campaign we created pledges for 1GN Personal and Business pages. The pages are numbered and available to the founder members that believed in our quest to share wisdom and change the planet.

We had refined the basic idea, but beyond that, the detail hadn't fully formed. It's all in the usual entrepreneurial spirit of having no idea if it was going to work, of course. We were going to make it all up as we went along and anyone who tells you different is lying!

I showed a few people I trusted to get their opinion. The first person I showed, someone I respect hugely, I asked her if she would use the network, she said no. I was depressed for two days!

There is a key point here though - anytime you do anything, some will love it, some will not understand it and some will tell you it's the worst idea they have ever seen. It is only opinion. You have to keep laser-focused on what you believe. Listen to feedback, but be guided by your inner world, your intuition and what you think is right.

Having created pledges for both the personal and business pages at £795 for the personal page and £3995 for the business pages we set a date to go live on 27 September 2019.

I sat in the office on my own that morning and pushed the button. Like any project, it was like giving birth. You put 100% of your energy, love and creativity into it and then pray it works. If it didn't then I was properly screwed.

On the first day live we'd secured £2200.

Eleanor Tweddell and Eduardo Ibacache Rodriguez both came in for personal pages on Day One and we had book pledges in from Andrew Errington-Thomas, Mark Davies, Pablo Olivera, Simon Thomas, James Morris-Manuel, Bert Maes and Michael O'Brien.

I must stress, I cannot thank that first bunch of people enough. When launching any project it's so important to get early traction. There will always be people who sit and watch and won't join the party until it's starting to catch fire, but you need forward momentum so those early adopters are crucial.

Then I went to Cyprus for a week's holiday to re-group.

That week the Kickstarter campaign did hardly anything, it didn't move. My old friend depression came a-knocking… I was telling myself I'd properly screwed up this time; I researched bankruptcy; in my despair I

emailed contacts just wanting to be heard and spoke to a few people about taking pages - all declined. No matter what I did, nothing would shift the depression.

Back home I knew it needed an injection of energy so I started booking zoom video calls out with people who were in the book and showed them the big idea I had.

I focused my thoughts on success and as the great nugget from Sam White showed me 'Never Give a Nod to the Negative'. I removed all thinking that wasn't in alignment with the goal of hitting the target. If the Kickstarter campaign has failed 'One Golden Nugget' would have sunk without a trace, but it started to move again.

Hannah Smart, Sarah Murray, and Blane Judd all came in for personal pages. We sold more books to Barry Leahey MBE, Ron Thurston, Jonathan Bannister, Becky Lodge, Olivier Robert-Murphy, Tim Johnson, Piers Corfield, John Palmer, Brian Williamson and Sadie Skipworth. Victoria Russell pledged, Simon Young, Craig McHugh (hello Craig) Kate St John Perry, Alastair Morris, Hani AlMalki, Meir Malinsky, Rob Hedges, Tanya von Ahlefeldt, Bernard Cruz, Michael Fasosin, Emily Chang, Simon Brooks, Jill Johnson, Lars Lyse Hansen, Russell Quirk, Neil Ashworth, Mark Saunders, Nick Dryden, Paul Rouke, John Watton, Roger Jackson, Philip Peters, Charlie Parry and Ian Kilpatrick. Wow!

I showed the 1GN Platform idea to a woman called Kat Krieger in the USA. It turns out Kat is one of heaven's angels… She said to me: 'You have something called Radical Transparency'. I'd never heard of it.

Google told me: "Radical transparency is creating a culture that is direct and honest in communication and sharing of company strategies so that all people are trusting and loyal to the continuous evolution of the organization. For leaders, radical transparency is a way to build trust with

their employees."

Amazing, so the network I was creating, unbeknown to me was a network for truth; a network for showing vulnerability, not just in the individual but also in the business.

This has huge benefits for all concerned. It strips away the bullshit and clears the smoke and mirrors that people hide behind up on Facebook and Instagram and the others. It tells the truth. And when you tell the truth, it's very attractive to potential new customers, the right customers. It also attracts the best team and is a wonderful personal branding experience.

Most of all its major benefit is the sharing wisdom for the benefit of others.

Telling the truth creates a butterfly effect - an apparently small change in emphasis here leads to a hugely significant sea change in thinking as it travels.

This was the moment I knew I was on to something.

On the morning of 16 October 2019 we had been live for 19 days and were 71% funded. Progress had been made, but I was nervous. The only thing to do is focus on the cause. Who else can I call? What action can I take? Focusing on a potential negative outcome that had yet to happen was pointless so all the energy had to go into the present moment.

It was my son's birthday and my anxiety over Kickstarter was bubbling nicely despite my best efforts to control it. I was taking the morning off to be with him and go to the gym as it's what we do. As I got there, a notification came in from Kickstarter that we'd sold a business page and someone had pledged £3995 for it. We were over the line!

Incredible, beyond words the relief and joy of having done something that worked…!

We learn so much from our temporary failure, but when something delivers it's the best feeling in the world. That pledge for a business page came from Stephen Chadwick, CEO of Shepherd, a man who believed in us. Without that pledge we would have sunk without a trace.

The line between success and failure can be incredibly thin and so many times I've been the wrong side it. This time though it was different,,,

After Stephen's pledge Carlos 'The Cheese' Candal, James Buckley, Richard Salmon, Alan J McCafferty, Flavio, Spencer Mehlman, Clive Lucking, Alex Dibben, Anthony Vengrove, Janice Dru, Fredda Hurwitz, Jai, Stewart Rand, Professor Malcolm McDonald, Daniel Shearly, Anna Vaughan-Hawkins, Emma-Louise Munro Wilson, James Sommerville, Michael Chaney and Pete Hart all pledged for books and on 27 October 2019 we ended the Kickstarter campaign successfully.

The gratitude we feel for these people who supported us on the Kickstarter can never be measured. When we do build the next transformational network based on truth, you can all be sure you will not be forgotten.

Signpost Nugget Twenty-five
Be The Business

Deep into post-deadline territory, the writing of the book was finished, the designer was already laying out pages and I could see the end in sight, that was when I got a call presenting me with an opportunity to interview Tony Danker.

You know those moments in old films about newspapers when the big story breaks and the hard-bitten editor picks up the phone and bellows to the print room: "Hold the front page!" Well, this was one of those moments.

Tony Danker heads up Be the Business the new movement launched by UK business leaders to transform the nation's productivity. Before that he'd worked for The Guardian newspaper and been a Special Advisor to The Treasury. This is a man with some pedigree.

Through sharing wisdom and harnessing the spirit of radical transparency One Golden Nugget is also about improving productivity so I had a sense that Tony and I would have a great deal in common.

And we do, but we come from very different places. He grew up in Northern Ireland in the dark days of The Troubles, but despite the war being played out in the streets and fields around him he was fascinated by public life and politics. Every night he was glued to the news to follow the latest developments, listened to the arguments and analysed their interpretation.

Personally, I can't fathom it, but each to their own.

Tony's career is essentially that of a manager. He build teams of people and manages them. He is an expert on getting the best out of individuals and teams. He knows who to push and who needs an arm around the shoulder.

He understands the role of storytelling in motivating people and teams.

That's the funny things with teams, they are all made up of individuals and individuals are, well, they're individuals - one size does not fit all. Some of those people respond to numbers, some to stories, and as important as numbers are, the stories they tell are arguably more important.

So if you're going to communicate effectively to a team of people you have to be sure you can communicate with each member of that team individually, take them with you and give them a reason to act in the best interests of that team.

It's not easy.

Tony's nugget - and he practices it every day - is this:



"Every manager is a coach and the best form of management is the one-to-one coaching of the people who work for you. There is so much human potential and the most effective form of management is to help them unlock it.

I have always found that investing time and effort into helping people be the best they can be is the most effective way to get them to do what they need to do for the organisation."

Tony Danker
CEO - Be the Business

It makes me glad every time I come across someone I feel speaks the same language as me. Tony and I sound nothing like each other - he's from Northern Ireland, I'm from Watford - but we're singing similar songs. I'm hopeful that when One Golden Nugget becomes the next big internet sensation Tony and I can duet over afternoon tea at the Palace of Westminster. One lump or two…?

17 Things I've Learned From 'One Golden Nugget'

· 1 ·

The world is changing at a pace we have never experienced before. As it continues to speed up it's important we take time to slow down. Be kind to people, love the work we do, live in the moment and enjoy the ride - every single moment of it.

· 2 ·

Alternative realities are very real. Everyone is the centre of their own universe. Being kind to one another is mandatory, simply because we have no idea what anyone else is going through. To some degree everyone is hurting; everyone has their bag of stuff to deal with.

· 3 ·

No-one cares about your problems. Why should they? Your problems come to you to solve them, not for you to wallow in them. Problems are not a reason to give up; you need to face them.

· 4 ·

Problems will disappear in time… if you face them. Just like clouds, they pass. But if you don't learn lessons from your problems they will keep repeating in different forms.

· 5 ·

Everyone can teach you something. It doesn't matter if you are the CEO of a multinational company, a self-employed consultant or a cleaner in a factory like I once was, everyone can teach you something. Be open and receptive to the gifts they offer.

· 6 ·

Ego is the killer. Learn to master this beast. Ego is horrible. Read Eckart Tolle on the subject. Ego is very unattractive.

· 7 ·

Don't sell anything. Every time I turn on my phone, the TV, radio, or open a magazine everyone is trying to sell me something. I think people are bored with it. What we want is to be understood, helped and listened to. 1GN did all of those things and from it people bought into our story. Once they do that, you can offer them what you have. A business needs money to grow; it's the oxygen that fuels the operation, but don't go out there just flogging stuff. Be the helper and the advisor.

· 8 ·

We know nothing, not a thing. We can only guess at how the world actually works and why things happen and anyone who tells you different is deluded.

· 9 ·

'Slow is smooth and smooth is fast'. All of the nuggets have made a mark on me, but this one changed me forever: 'Don't rush it, we are part of nature'. We have to allow whatever 'it' is to unfold and play out otherwise we will kill the dream.

· 10 ·

At first people won't see your vision, you have to be the energy that fuels it.

· 11 ·

Money is just an illusion; never chase it.

· 12 ·

Work hard, really hard. It's the energy that drives the creation.

· 15 ·

Life whispers. It really does so you have to pay attention to catch what it is telling you. Observe deeply and the gifts are all there.

· 16 ·

Gratitude is the default position. When things are not going according to plan set your default back to gratitude. It's the small things that matter. There is so much to be grateful for that we take for granted, it's time to wake up to those gifts because one day they may not be there.

·17 ·

Love deeply. We need to love it all; and I mean all of it!

This then brings me onto my nugget. So much great wisdom has passed my senses over the course of 2019. I am a changed person for it, of that I am certain, but when all is said and done the greatest power in this universe is love. As the Beatles sang: 'All you need is love' and they were right. Love dissolves problems.

So my nugget is:



"Just be the love"

In every spoken word and interaction with our fellow celestial travellers on planet Earth, let's **just be the love.**

I Believe In Angels

Much as I would love to be back in the 1970s and replace Benny or Bjorn in the hairy half of ABBA, I don't think my Swedish is quite up to it and I can't see how they could incorporate my initial in their band's name without it looking like a well-known UK supermarket brand…

But still, I believe in angels. Most definitely.

Angels come in many shapes and sizes and not all of them have wings or play harps. The angels I believe in are the people who arrive in your life and make a positive difference to you every single time you come into contact with them. These are the constant factors in your existence, the people who act in your best interests for no other reason than it's what they want to do. There's no agenda, nothing transactional about their help, what they do comes from a place of pure love.

And it's a beautiful thing.

I have been blessed with at least four angels in my life.

First up, it's Mum. Now, Mum is that person who is always there with a cup of tea and a listening ear. She has had to sit and listen to a lot of stuff from me over the years and never once have I felt judged or anything other than greatly loved.

And I'm hugely, eternally grateful for that because no matter what else has gone on, Mum has never deserted me.

Mums are precious things.

When it comes to thinking about the people who are absolutely

fundamental to my life then I must also include Peter Dickson, the CEO of Shakeaway, the world's largest milkshake bar company (not the X Factor voiceover man!). I've worked with Peter for more than eight years now and in that time he has been one of the few constants in my life outside of my family. In fact, it's not an overstatement of Peter's importance to say he has made sure that I've stayed fed and watered in that time.

Month after month after month Peter has paid me for marketing his business because he likes what I do and he likes the way I go about things. He may not always understand me - and there are times when he seems very old school - but everything I know about the science of retail marketing I learned from Peter.

Without his help I would not have been able to grow, either personally or in business, and his support has been unwavering. He knows his business inside out and through him I have developed my own skills - even when everything else has been falling down around my ears, Peter has insisted I do my work for him and made sure he has paid me on time and in full every single month.

His wonderful nugget is :



"You need talent in order to win,
but talent has to work hard."

Peter Dickson
CEO - Shakeaway Worldwide

Well said Peter!!

If as they say successful people look for ways to help other people without ever asking ‘What do I get out of it?’ then it’s no wonder Stewart Rand is the third angel who has come into my life.

Stewart was a senior director and part owner of Robert Dyas the UK retail chain, who sold up at just the right time. He took an interest in my activities and helped me with a lot more than advice… all on the unwritten agreement that I will buy him a house in Portugal when I make my money. And I will.

Again, he has seen me go through the mill more than enough times to know I am a survivor and I think that’s what he likes about me. When I’ve been at my lowest he has been there with a helping hand, a word of encouragement, and on more than one occasion, enough cash to get me out of trouble.

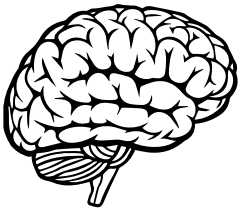
One Christmas back in 2012 I couldn’t pay the wages and he sent me a five figure sum, no strings, to tide me over. Another time I was not in a good place and he paid for me to take my family on holiday so that I could gain a little perspective and re-energise. I came back renewed and ready to fight again.

He had no reason to do any of that, except that he felt it was worth doing; that I was worth helping.

Last but by no means least is Carlos ‘Cheese’ Candal who I met aged 19. He was 20, but he was old at 20 - he acted like a 60-year-old, wise beyond his years. He’s always been the busiest man on the planet. He’s sold fairy wands and theatre brochures for the best part of 30 years and he’s done well. Respect. That man saved my life. Literally, he plucked me out from the cracks in life and saved me. He won’t lend me £20, but he saved my life!

All through life people arrive that will make a real and lasting difference - you won't see them as such at first, you won't recognise their significance for a while, they don't wear a badge, but these angels are real. Once you know who they are, enjoy them, love them, be grateful and, perhaps most importantly of all, acknowledge them. They are amazing so make sure you let them know you know just how amazing they are.

Let's share wisdom!





"You don't need a business plan.
A life plan is more important."

Fiona Lindsay
Managing Director - Limelight Celebrity Management



"Be humane!
There is enough cynicism, selfish
leadership and envy in business.
Forget winning. Success will come with
real connections and compassion."

Dr Marcus Gottschalk
CEO - CLP Ltd.



"Treat others as you
yourself would wish to be treated.
Do that every time
and things will always work out."

Richard Harrison
MD - Xpertise Recruitment



Here is a quote from Dale Carnegie I love:

"You can make more friends in two months
by becoming interested in other people
than you can in two years by trying to
get other people interested in you."
Dale Carnegie

It's a simple form of emotional intelligence.
Something we, as humans, often get wrong.
A true, embedded, and distinct interest
in others will carry one to success both in business
and personal relationships."

Daniel Afan-Jones
Partner - Apollo Private Wealth



"You can't teach an old dog
new tricks, learn new tricks
and don't become an old dog."

Ian Maclean
Franchise Director - Belvoir



"Ideas are over-rated, execution is the key! Passion is over-rated, consistency is the key!"

KK Mookhey
Founder - Network Intelligence



"For anyone out there reading this, stop outsourcing your life. Open your eyes. Stop blaming other people, and take full responsibility for where you are in life. You can make the change no-one else can."

Jake Newton
Professional Hockey Player



"Your business is your child. You incubated it, gave birth to it, nurtured it, kept it alive and made it thrive. Hand it off to others when you need help, but realise that no one else will ever truly love it like you do."

Ingrid Johnson
CEO - Talent Savant



"Don't let ego get in the way of business."

Graham Sadd
Chair & CEO - PAOGA Limited



"A good idea is not enough for a successful business. Do your homework, check your competition, look for ways to earn money rather than spend, be creative. You are your own boss."

Karin Aldea
Co Founder & CFO - Top Geek



"Surround yourself with people who can offer value and help you along the way. Don't be afraid to ask for help."

Jamie Love
CEO - Monumental Marketing



*"It's all about service to others.
Don't try to second guess the future.
Go with your dream. Fearlessly begin the journey
with hope, joy, excitement and wonder."*

Daniel Janik
Publisher Savant Books and Publications - Aignos Publishing



"Emotional intelligence trumps exam results."

Simon McBride
Director - Sammon Media Limited



*"You can't wake up happy and motivated.
Be the real you and learn what really makes
you happy and what actually motivates
you and you will become unstoppable and
inspirational to others."*

Aaron Smith
Global Director of IT - HubSpot



"The price is only the issue in the absence of value."

Mike Blackmore
CEO - Big Click Media



"Love what you do, because on the days (months) when money is tight and you've done nothing but work for 6 months, that's all you're going to have, But it's worth it. Oh my goodness, it's most definitely worth it."

Helen Manson
Director - Complex HR



"Have a plan - communicate - follow up. Never assume everyone understands your goals."

Mary Neyhard
Founder & CEO - Cuz Events, LLC



"Life is about relationships.
Be sure to seek and foster meaningful ones."

Anne Chow
CEO - AT&T Business



"Work hard.
If you don't work for it
how can you (or anyone else) truly value it?"

Matthew McCoy
Strategy & Business Director - Butcher & Gundersen



"Be open and flexible and
of course find your passion!"

Adam Budish
Senior Vice President - HealthDay News



"Comfort is stagnation's canary in a coal mine, Rest on your laurels and you invite disruption."

Anthony Vengrove
Founder & CEO - Miles Finch Innovation



"The work that matters gets done after midnight, once the meetings are over and everyone else has gone to sleep."

Eliott Maidenberg
Managing Director, North America - Jin



"Don't stop following the joy!"

Amanda Normine
MD - Normine Lombard



"The longer you stick around to a definitive goal, you increase the probability of success every passing day."

Sharekh Shaikh
Founder - BluMatter



"Never let life's questions define who you are. Let your responses."

Sheldon Corey
CEO - Arges



"Surround yourself with people who are positive, in alignment with your vision and supportive of you and your business."

Helen Lewis
CEO - Literally PR



"If you're offered a good opportunity say YES.
You can figure out how to do it afterwards."

Kirsten Calteau
CEO - Quick2Draw



"If I'm going to spend more time at work than with my family, it had better be fun."

Timothy Cooper
Business Development & Marketing Director - The AA



"People can be wrong once and it's their fault but when they keep failing it's your fault."

Paul Johnson
CEO - Smartgate Solutions Limited



YOU CANNOT DO THIS ALONE, BECAUSE YOU ARE NOT ALONE. The person you come home to every evening has to fully support the idea you're going to be an inconsiderate, often awful person with a poor choice of priorities when it comes to life at home.

They'll need to see your choice to build a business makes you a happier person, one who now brings more love of life back home, more valuable than any paycheck; it just happens to be outside of normal working hours."

Costas Papaikonomou
Co Founder - Happen



"Art is how we decorate space, music is how we decorate time."

Beau Visser
Junior Graphic Designer - Whatzhat Design Agency



"Nothing, but nothing, is more important than profitable sales, a positive mindset and a great Christmas party!"

Clive Lucking
Founder - Fourfront Group



"Work to live, don't live to work."

Kevin O'Brien
Managing Partner - Veteran Recruiting



"Express curiosity in your clients to inspire their curiosity in you which accelerates trust and increases the likelihood they will buy."

Alex Berg
Founder - CQ Selling



"Listen intently -
It's never personal!
Customers, stakeholders and
partners give honest feedback
about the product; only if
you listen intently!
Your personal strengths
(work experience, degrees!!!)
as well as weaknesses are
only making it harder to hear."

Shantanu Gangal
CEO - Prodigal Tech



"Be humble and keep
your ego at home.
There's always someone
smarter and there's
always someone with a bigger boat!"

Hani AlMalki
Chief Business Development Officer - AlMalki Group



"We make a lot of plans and then life happens so unpredictably and with such magnitude nothing can prepare you for it. But then there is always a new day."

Astrid Ellis
Owner Astrid Ellis - ThrivingMindscape



"Always be kind."

Gareth Stephens
weare4c.com



"Country borders, companies, industry fields, perceived personal flaws, they all have a way of drawing dotted lines around us. They don't have to define you. Skip over them and see how far you can go."

Camila Russo
Financial Journalist & Author



"When your head says yes, and your heart says no, hesitate. When your head says no, and your heart says yes, hesitate. When your head AND your heart both say yes, sail straight ahead - that's you!"

Noel Ellikot
CEO - Global Research Library Inc.



"You've got to be your own best friend."

Sarah Jones
Director - Sarah-J Coaching



"It is far more important to find someone who will fit into your tribe (the culture of the company) than to find the person that ticks off everything on the position description. Tasks can be taught but culture cannot."

Rita Gunning
Founder - Ritagunning.com



"Lead by example, use your passion to always add value. If you don't have anything nice or positive to say, chose to say nothing. We may have limited control over what happens to us, however, we can always chose how we react and respond. Live in the moment, one life, live it, love it!"

Lyn MacDonald
Group Marketing Director - Macdonald Hotels & Resorts



"Opinions are like assholes - everybody has got one. So whilst it is important to listen to advice and guidance, know when to say that's enough and just get on with it! Any action is often better than inaction."

Lawrence Whittaker
CEO - Lister Motor Company



"Thrive on and accept change- within business,
opportunities arise from change,
whether that be through strategic philosophy
or disruptive technology.
Business success is about constant
evolution and revolution.
Accepting change is an enabler for business
and an opportunity for the people within it
to prosper and succeed.
Embrace it and enjoy the journey - I have!"

Jamie Knight
Founder, Owner, MD - PSE Strategic Consultants



"Don't be afraid to try things and then say 'this
isn't right'. But bear in mind it might be that
where you are isn't quite right.
Maybe try a different employer or university.
To find happiness you need to try different things."

Dr. Stefan Kruczkowski
Urban Design Doctor Limited



"There are enough people standing in your way, you don't have to be one of them."

Didi Fraioli
Creative Director, Founder & Speaker



"Nobody fails alone and nobody succeeds alone. Pay very close attention to the people around you."

Christian Ribeiro
CEO - Levpay.com



"1. Find an occupation that you love doing and you'll never work a day in your life. 2. It's not about the money, it's about the adventure. 3. Never give up on yourself."

David Onion
CEO - Chicago Capital Holdings LLC



"Be mindful about what you're ignoring and sacrificing to build and run your business. There's no such thing as balance, only tradeoffs."

Miguel Angel Garcia Elizondo
Senior Business Consultant - Sprinklr



"First say yes, then work out how to do it second."

Daniel Wilson
CEO - Entegra Europe



"Never let anyone tell you that you cannot achieve a goal - only (the lack of) determination can stop you from achieving it, not (the lack of) skills."

Elnur Seyidli
CEO - HalalBooking.com



"I only employ people who smile easily under the pressure of an interview. They are cup-half-full people who will smile when they work, be naturally positive and find solutions not problems."

Simon Thomas
Chief Executive - The Hippodrome Casino



"You are not more or not less than the 5 people you interact with most. Only surround yourself with people generating a positive effect on you. Get rid of all the dark holes no matter who they are! Life is like a play, surround yourself with actors you enjoy playing with."

Stephane Leroy
Co-founder - Quanthouse



"It's simple, be persistent and consistent."

Meenaz Syed
Sr. Talent Advisor - Oracle



"To be successful you have to have complete faith in your business with an open heart and total conscious intention to get the job done."

Darren Smith
Consultant - SGH Global



*"Don't take it too seriously.
It's a journey not a sprint; embrace the struggle, where you will learn the most.
Become dedicated to being a life long learned."*

James Donnellan
Founder & CEO - UNDERground Lifestyle Brand



"We can't always control our circumstances but we can always control our reaction to our circumstances."

James Osborne
Chairman - The Recruitment Network



"The Status Quo is more dangerous than the unknown. Don't be afraid of change."

Michael Lodge
CEO - EM360Tech



"When people tell you: We've tried everything and nothing makes a difference, it's time to drop the ideation and fix your execution!"

Andrew Sykes
Director of Marketing & IT - Edinburgh Bicycle Cooperative



"The outside will always be an exact reflection of the inside. Focus, enjoy and try to get better a little every day. It's the small decisions and actions that you take every day that will lead to great things."

Farid El Messaoudi
VP Enterprise Sales - Bayzat



"Thoughts become things."

Ali Nimer
Technology and Digital Advisor - ADDA



"Active listening is both difficult and essential. Listen carefully and be sure that you hear what is actually being said."

Richard M Marshall
Principal Concept Gap Ltd



"Do something you believe in, be yourself. If you articulate your passion, people will believe and buy into you."

Stuart Maclennan
CEO - Cows & Co Energy



"Health is more than healthcare. It's more about a person one who has the right to healthcare."

Marissa Fayer
Founder & CEO - HERHealthEQ



"Regrets from the past only cripple the future!"

Charles Mayhew
CEO - Global Credit Recoveries



"Success is not the end of the road, only the beginning of a new journey!"

Steven Bartol
Owner / Film Maker / Songwriter - Great Horseman Films (Arizona)



"Be ambitious but set the right priorities in life! It is your family and dearest friends which matter most, It's their memories that will be with you forever, sadly often realised by many when they are no longer with us!"

Pim Assen
Founder - StudentStay



"SMILE A SMILE - SUCH A LOVELY SMILE - WHICH GOES ON FOR A THOUSAND MILES! Just flow with the process of life - powering yourself with the strength of relationships and a positive frame of mind - and life will sort itself out!!!"

Pawan Borle
Senior Vice President - Human Resources FlyDubai



"Innovation to reality is with consistency, commitment and perseverance."

Kumar Prasoon
COO - SFJ Consulting



"You have to do the work and put in the effort to charge your dreams with your energy. But you must not close off to things that are happening in the peripheral view. Because hidden in the unknown, at either side, are the opportunities that will propel you forward. Success is nonlinear, it doesn't always come from where you expect. Keep your gaze wide and be engaged by everything around you."

Jonathan Boyd
Owner - Jonathan Boyd Consulting



"Success is a vector, therefore, the direction of effort matters more than its magnitude."

Nadeem Khan
Founder - Chillopedia



"Listen to your body. It will tell you if you are on the right path or not."

Jo Davey
Director - Mindfulness Marketing



"Shortcuts in life's most important things are often the longest paths."

Pablo Olivera Brizzio
Senior Innovation Manager - Abu Dhabi Ports



A quote attributed to Proust:

'The real act of discovery consists not in finding new lands, but in seeing with new eyes.'
"This is what innovation and in particular entrepreneurship is all about.
This is becoming a vital skillset for all graduates, and not just from higher education, to have if they are to thrive in the world of the Fourth Industrial Revolution.
Whether they are working for themselves, working in a startup team or working in industry the ability to see problems in a different way is the key to future innovation."

Gordon McConnell
VP of Commercial and Regional Innovation & Professor of Practice



"Never stop trying new things."

Mark Insley
Founder - Ascot Wealth Management



"Don't be afraid when you feel that everything has collapsed and you hit the rock bottom, it's actually a good place to be as everything else from that moment will be a step on your way up it can't get worse. Keep moving don't stop but never forget the mistakes you have done on your way going up again."

Saleh Tabakh
CEO - Delta International Real Estate



"When setting long term goals, you will never be able to see the finishing line. To find it, make decisions that will bring you closer to that finishing line one step at a time."

Khaled Shivji
Senior lawyer - AA Consultants



"Find a niche opportunity
and then be really committed to success."

Ian Kilpatrick
Strategic Advisor Cyber Security - Nuvias Group



"If it doesn't work, you haven't failed.
You have just learned how not to do it."

John Palmer
Akin Palmer LLP



"Instead of focusing on the struggle
or the problem which stops you
from appreciating the
other good things around you.
Try to focus on the beautiful side of things,
because the struggle and the blocks
become bigger."

João Bocas
Keynote Speaker



"Leaders don't hope.
Leaders are the HOPE."

Ashutosh Labroo
Group CHRO - BMA International



"Remember to take people on
a journey with you - don't
step on others and never
overstep your authority!"

Amanda Grose
HR Director - SSH International Consultants



"Visualise your goals every morning.
Be certain that you can and
will achieve them and have faith in your
capabilities to deliver."

Richard Santana
Regional Marketing Director - IDP Education



"Engage with the energy and enthusiasm of young people."

James Lott
MD - Working Knowledge



"When you are having a new idea/concept don't expect anyone to see the value of it. Focus on getting traction, persist and move forward."

Hans Patyne
Founder Ven-Cat - The support platform for Startups and Angels



"Better to have 100% engagement from 1 person than 1% from 100 people."

Elan Diamond
Founder - Network14



"Don't wait for a storm to build
in the ocean before learning to sail."

Patrick Knight
Group CIO - Travis Perkins



"If I had one piece of advice to give
to anyone in life, it would be
to do what makes YOU happy,
not for the good of anyone else.
Your happiness is no one else's business."

Katie Franklin
Recruitment Manager - ROQ



"Have no regrets.
It is better to try and fail
then to have never tried.
Who knows, it could just change your life."

Carly Britton
Co-founder & CEO - Babble App



"Don't build it purely to sell it.
Otherwise you're a stranger in
your own business always looking for the exit.
That makes it a trap.
Most of us buy / build a house, to live in it and
make it a home.
Be grateful for what it provides."

Jo Blayney
Managing Director - Blayney Financial



"Going against the herd is never easy, but if that's the direction your passion is taking you then push forward until you've realised your vision."

Jason Tucker-Feltham
Founder & CEO - London Crypto Services Ltd



"Persevere. You will get there."

Varun Malik
Founder & CEO - Konsalidon



"It's not always a fairy tale story like Zuckerberg's. You can't allow the downs to control you."

Alec Dobbie
CEO - FanFinders.com



"The art of conversation will get you remembered."

Sadie Skipworth
Strategic Social Media and Business Development



"When the big problems seem overwhelming, break them up into iterative, manageable steps - you are far more likely to achieve clarity and results that way."

Ian Rosner
Chief Operating Officer - Evaluate



"Value your team, they see your blind spots. We always have areas of specialisms but as self-improvement is infinite and we can't see all angles at all times, this one has really helped me go back to the crossroads and see the 10,000 foot view."

Chris Roberts
CEO & Agile Delivery Specialist



"Learn to accept that if you didn't get the job, it was for the best, as you just weren't the right fit. Being something different than you truly are, at an interview, because you think it is what the interviewer wants to hear, will lead to unhappiness for you, your employer, or both!"

Blane Judd
CEO, NED, Teaching - BLTK Consulting Ltd



"Do what you have
to do to survive."

Rachael Trueman



"Define your own version of success."

Zahid Naqvi
MD - Custodian Insurance



"I once interviewed for a sales role
and was advised to be 'be more assertive'.
The CEO rejected me for being the most arrogant,
aggressive candidate he'd ever met.
Imagine how much worse if I had been offered
and had to keep the act up to keep the job!
Be yourself."

Neal Prewett
Sr Talent Acquisition Partner - EMEA Corporate Recruiting



"If you are working too hard, you are doing things totally wrong. Life has given you the experiences to build something amazing and profitable that the world is waiting for. If you don't know how to build a website, then life hasn't shown you and it's not your thing to work on. If you don't know how to market then ditto. Focus in on the things you do as easily as breathing and the results will come like magic...promise you."

David Ralph
Podcast Host - Join Up Dots Podcast



"Find something that you don't like and then find a way to help make it better."

Adrian Swinscoe
Best-Selling Author & Advisor



"Enthusiasm, passion and positivity will take you a long way. Demonstrate these and others will want to work with you, will give you opportunities, and value you."

Jonathan Dolby
Marketing Director - Microlise



"It can't be done is an invitation not a barrier.
Think about the thing,
learn about what others tried,
but never be limited by others,
You're unique
and you may be the person who
CAN DO IT."

Karl Smith
Founder - UbiNET



"A blank sheet of paper is the worst creative brief in the world, because the pressure to fill it with a great idea or the best work can become paralysing.
Set yourself a series of smaller creative tasks and you'll focus on completing them rather than the quality of your answers; which keeps you moving forward."

Will Hill
Chief Story Officer - Stronger Stories



"Work on understanding your long term goals and work on nurturing the relationships with people you trust who can help you achieve them and challenge you appropriately.
Ask not what the world can do for you but what you can do for the world."

Craig Cockburn
Chartered Manager, Enterprise Agile Coach - Siliconglen Ltd



"Figure out what 20% of your projects are going to move the business (and your career) forward and focus on these. Once you've selected these 20%, it's about being smarter how you execute. 80% of the impact will come from 20% of the effort."

Nikki de Kretser
Vice President of Marketing - RingCentral



"Doing the wrong thing well in business is the height of idiocy. It's like making a stupid salesperson work harder, thus doubling the chaos and offending twice as many customers."

Professor Malcolm McDonald MA(Oxon) MSc PhD DLitt DSc
Emeritus Professor
Cranfield University School of Management



"You've got to accept failure.
Use it and move on,
Failure is really important."

Emma Trollope
Co Founder & Director - The Temporary Kitchen Company



"Don't forget to notice
the collateral beauty."

Mark Corbett
Founder - Critical Infrastructure Talent



"Listening to your clients and
aligning yourself to their business objectives.
Be adaptable to your clients
needs and understand where
their business is going."

Sujatha Jayagopal
VP Strategic Sales - Hitachi Consulting



"Some people in business survive despite their best efforts not to!"

John Attridge
Founder & CEO - BBX UK



"Avoid borrowing money or taking out a business loan. Use your creativity and resourcefulness to find the solution. Don't rush your growth."

Joanna Abeyie
MD - Joanna Abeyie Consultancy



"Don't tell me why you can't achieve it, tell me what you need to do it!"

Vincent Vantilcke
Managing Director - Fisheye



"You will find challenges that at the time may seem insurmountable. What makes successful entrepreneurs is finding clever solutions to these problems. It's the people who find solutions against the odds who succeed in the end."

Ben Acheson
Angel Investor & CEO - Skyline Startups



"I believe you need to be a multihyphenate and train in multiple disciplines in order to obtain true innovative thinking and opportunity."

Sohaib Imtiaz
Doctor in Digital Health



"Make money, grow and have fun, any business using these three principles will thrive."

Mark Solon
Chairman - Wilmington Legal - Wilmington PLC



"Rise to the top. Don't look behind, be always ahead of the curve..."

Lionel Sacchi
Global HR Director - Panerai



"Never be afraid to offer an honest opinion and back yourself at all times. Authenticity comes from honesty."

Kate St John Perry
Senior Talent Partner - Capita



"Do something every day that scares you."

Jordan Harry
CEO - study Fast | Tedx Speaker & European Triple Jumper



"I'm 25 but not too young to say that you will face ebbs and flows during your life when you won't know what to do, when no-one seems to understand what you're going through or what you aspire to, when people, books, articles, film and media more broadly will feel out of sync with your own thoughts and of relatively meagre value for seeking meaningful guidance.
When your thoughts seem to wade through psychological wilderness, my advice will seem absurdly simple but, more often than not, it is easier said than done - do what 'feels right'."

Vishal Wilde
Generalist Fast Stream Trainee and Policy Adviser - UK Civil Service



"Your voice is needed for balance, have an opinion."

Gail Cook
Director - Gail Cook Consulting Ltd



"Your values are your true north. If you neglect them, you will become a sailor lost in the sea. If you trust them, you will bring purpose, freedom and a real sense of accomplishment. The worst possible mistake you can do is ignore your values for someone else's."

Radina Nedyalkova
Founder - Vox Advisory



"Find out what your mission on this trip is and go for it."

Ana Oliveira
Founder



"Berating yourself on the thousand things you haven't done will destroy you. Focus on getting just 'one win a day' instead."

Amber Coster
Founder of Balpro - The Balance Project



"Be flexible to build your business."

Rahul Ithape
Founder - Nakshi



"Have a personal brand."

Tim Hughes
CEO - Digital Leadership Associates



"Be Flawsome! An individual who embraces but works on their flaws, but knows they are awesome regardless."

Tanya von Ahlefeldt
Senior Communications Consultant - Flint Advisory



"Don't be scared to be different,
make this your USP.
Find a way to be a game changer."

Spencer Mehlman
MD - National Skills Agency



"So many great ideas don't see light of day
because someone took their foot off the gas"

Jerome Rush
CEO - Passive Eye



Working in the print industry
I always stand by this quote.

'The bitterness of poor quality
remains long after the
sweetness of low price is forgotten.'
Benjamin Franklin

Steve Barber
Director - First Point Print



"No problem can withstand the assault of sustained thinking."

Sophie Devonshire
CEO - The Caffine Partnership



"Play the game with confidence and remember you cannot do it alone."

Sita Bharathala
Vice President - Quality & Release Engineering Veeva Systems



"Criticism can be the most wonderful motivation to your success."

Simon Corbett
MD - Jargon PR



*"Under promise and overdeliver.
Never the opposite."*

Simon Brooks
Director - Seventa Events



*"Most problems in business can be solved
by adding more sales."*

Simon Bell
CEO - Donatantonio



"Look after your people, invest in them."

Russell Quirk
Co-founder - Properganda PR



"Don't try and do everything on your own."

Rory Canavan
Sam Charter



"Work hard, lead a balanced life, and have an undying respect for people."

Robert Carter
Executive Vice President - FedEx Information Services



"Honesty and transparency are always the best options."

Rob Briggs
Director - Graystone Communications



"Make it happen! It won't happen by itself."

Prue Weatherley
Director - Number Juice



"Leaders create new leaders."

Nicholas Caldwell
Chief Product Officer - Looker



"Be vulnerable."

Kat Krieger
Founder - Kat Krieger Consulting



There are golden nuggets waiting for us
within each challenge we go through in life.
When we surrender to the fact
that life wants us to grow, to evolve,
to get stronger, to gain more balance,
more flexibility and to expand then
we can realise that the bigger the challenge
the bigger the blessing that is waiting for us.
The adventure is finding those golden nuggets
with a smile on ones face.

Skip Archemedes
Life Coach, Author & Speaker



"Find out who you are."

Marco Reick
HR Director - Black Sheep Coffee



"Clarity leads to prosperity,
Vagueness leads to poverty."

Malika Bagai
Founder CEO - Memsahib Collections



"It's all about presentation."

Jeff Salmon
Entrepreneur & Star of Channel 4's 'Four Rooms'



"Don't have a plan B because it gives you permission to fail."

Jack Beaman
CEO - syft App



"Business has a lot to do with timing and luck. Focus and embrace that luck."

Gerard Olde Olthof
Owner - Vtel Telecom



"Success when it gets tough is being able to balance gut reaction with experience, assess and take the risk, with a sprinkle of charm and honesty... get the mix right and you will succeed."

Lee Bonniface
CMO - Canon



"See the wood for the trees and make sure everyone else can."

Geoff Caesar
MD - Bransford Webbs



"Really doing what you love is the key to building a successful career."

Kate Mooney
Founder - Occa Design Studio



"Hire people who have passion for their work."

Jerry Pett
CEO - Thymo Metrics



"The entrepreneurs that make it are the ones who are most resilient. They make it through the challenges and the set backs. Always keep the big picture in mind."

Greg Galant
CEO - Muck Rack



"Start with 100% trust."

Dom Smales
CEO & Founder - Gleam Futures



"Balance your optimism with realism and know who you are getting in bed with."

Farhan Lalji
Director - Anthemis Group



"Don't be too proud do whatever you have to to keep your business alive."

Euan Gibson
MD - Gibson Global Search



"It's not what you know that matters. It's what you do with what you know."

David Williams
Founder & CEO - Impact International



"We create our version of reality from the inside out."

Damian Mark Smyth
TED Speaker & Author - Rethinking Business



"Work with and for people you respect and like."

Christopher Ambler
CEO - Fundamentals



"If you don't show the real you how will anyone know who you really are."

Martin Kirke
Owner - Martin Kirke Career Coaching



"You weren't born with the knowledge."

Christian Harris
Slip Safety Services



"Knowing when to ask for help is a true sign of strength."

Carrie & Clarke Carlisle
Public Speakers



"Understanding can be much more powerful than debate."

Armand David
MDT Applied Innovation - Brands2Life



"Don't dream your life, live your dreams!"

Yann Gourvennec
CEO & Founder - Visionary Marketing



"Stop comparing."

Avril Chester
Cancercentral.org.uk



"Hire 'A' players."

Antonio Gagliardi
VP, Head of Strategy, M&A and Alliances - American Express



Each of us can achieve anything we want in this life - but we can't achieve everything. Focus and then don't, ever, give up on your dreams.

Mark Bole
CEO - Quortus



"Know your craft and then listen."

Amber Fidler
Director - Yoga Lounge



"If you can celebrate other people's talents and achievements and genuinely wish others well, the fortune will eventually come back to you in multiples, often in the sweetest and most charming ways!"

Ellie Hernaman
CEO - Truffle Social



"When you are in doubt if a decision you shall take is adequate or not, ask yourself if you would be proud or have the courage to tell your family and friends what you have decided to do. The answer will tell you in which direction you should go. My father taught me this and by applying it I already took some important decisions in my life that looking from outside would seem awkward, such as quitting an excellent job, leaving good money on the table when the position would require me to do things I would not be proud of."

Roberto Lopes
CEO - Libra Infraestrutura



"In his youth Ian was so sure of his own value that he never doubted his ability to make things happen. He read all those books we all turn to, but two changed his life - 'How to win friends and influence people' by Dale Carnegie and 'The Power of Positive Thinking' by Norman Vincent Peale; and a third really put the icing on the cake...'Enthusiasm Makes the Difference', also by Norman Vincent Peale. Ian went from a talker about what he was going to do to simply being a doer! Many's the time I have heard him say to others "Just get on with it, stop telling everyone what you are going to do - show me, don't tell me. Don't be afraid of life, live it."

He says success is not fame and wealth though that can be a great by-product, it's getting things done, making decisions, following through, making people happy, being a good friend and above all, when faced with adversity, tying a knot and then continuing to climb even if you have to swing on to another rope!"

Ian Preece
First office provider to a 19-year old would be entrepreneur



"Ticking off a To-Be list is more important, valuable and soul enriching than a To-Do List."

Freddie Ansah
St James's Place Wealth Management PLC



"Have the courage to do the right thing."

Cliff Grand-Scrutton
Director - HPlus Care Limited



"Never discount the role even minimal amounts of stress have on your wellbeing, always make time to relax and think."

Simon Young
Managing Director - Institution Marketing & Advertising



"Life is an old fashioned radiator, the narrow constraints are followed by openings that flow."

Malcolm Quinn Interim
General Manager - Watson's Dairies



"Let us never again knock others down so that we may rise up. The era of competition has outlived its usefulness. In harmonic synergy, we lift everyone around us up, and the subsequent jetstream will take us all higher and further than we ever dreamed possible. Let's choose synergy, and savor the fruits of a world where everyone wins, all the time."

Andrew Hicks
2020 US Presidential Candidate - World Peace Party



"Trust is good but control is better."

Carl Engelmarc
CEO - Engelworks



"Passion, honesty, compassion and integrity do not cost a penny."

Kate Marsh
Independent Creative Recruitment Consultant



"If you have tell other people you are successful you probably aren't, but once other people start telling you that you are successful that's when you know."

Anthony Santiago
Instagram & Social Media Consultant



"Inspiration is better than brilliance."

David Christopherson
CEO - Black Sun plc



*"Let it all happen...
the good, the bad, the ugly;
it is all happening for a reason,
embrace it and live in the moment."*

Kate Kelley
Director of Partnerships - Tribeca Enterprises



"The biggest thing I've learned recently is that it isn't the one massive thing you do as a company that turns your company around. It is the collection of things you stop doing that helps you break through."

Avetis Antaplyan
Founder & CEO - Hireclout



"You have to believe in yourself as how will others if you don't."

Jenny Halpern Prince
CEO - Halpern



"Knowing yourself. One of the most important things is to have a true and profound understanding of who you are. Only when you know who you are, can you work on yourself."

German Ramirez
The Relevance House



"Be more decisive, as one little slip can put you back a while."

Daniel Clark
Director - First class finish plastering service



"Expect the bullshit, but never accept it!"

Carrieann O'Connell
Founder - Everything Water



"The smartest people in the room are not the ones doing all the talking, they are the ones listening and forming a balanced opinion."

Richard Kennedy
Global VP Biomarker Development & Medical Director - Almac Group



"Listen to your gut."

Francia Street
Head of HR - Wunderflats



"Own your morning. Never stumble into the day without taking the morning for yourself to clear your head and organize your priorities. This means no email or social media scrambling your mind for the first hour of the day. Take this time to be quiet, pray or meditate, and think about your goals for life, business and health. Clarify what you want from life, from your career, and from your day, write it down and prioritize it. Get some aerobic exercise and eat something healthy. Once that's all squared away, then you can plunge in to your email and social madness. You have won the morning. "

David Dulany
Founder - Tenbound



"Follow your passion and the money will follow."

Jill Johnson
Marketing Executive



"Plan like you'll live forever.
Do like you'll die tomorrow."

Chris Davis
Owner - SMEACCELER8



"Don't try to boil the ocean. Focus!"

Ian Moyse
EMEA Sales Director - Natterbox



"Be BOLD.
Self-doubt, lack of answers,
resources too few is nothing
less than timidity to doing
something. Boldness must be
restrained to avoid carelessness
but never not act. Assess and
take action with boldness."

Nathan Morehouse
Founder - My Handbag Cradle



"We have done so much with so little for so long, that we can do almost anything with nothing."

Chris Decristoforo
Vice President - Global



"Do the work you love and the work will love you back."

Kate Cook
Founder - The Nutrition Coach



"You are not your mistakes, everyone has the ability to change. Firstly you have to accept that yourself, you can't look back at the past and keep moving forward."

James Murphy
CEO - Engage International



"The Truth Is Always The Truth"

Ultimately there is only one truth for any defined question. `It may be yet unknown or 'dis-covered' (the universe knows it all already) or, perhaps it is known only by a single person who seems out of step with the rest of the world... though, with the current unduly speedy, un-thought through final outcome world we now inhabit , 'new truths' are usually only such for a short while.

Before the ultimate truth to a question is known... many 'lesser truths' appear... the whispers to guide the seeker of wisdom to gain the required insights and understanding for 'that' truth. Overall there are bigger truths that encompass all the others.

Seeking truth is a journey that builds to THE ULTIMATE TRUTH of TRUTHS. It starts with the journey of ones' own experience of the 'self' as we grow up with and teach ourselves.. the 'who you are and how you feel'

Next comes 'those related to our immediate surroundings and fellow beings, how we feel about, and choose to treat them and finally, in this 'reality of life'... a belief that becomes shared by many. The 'all that is right now' That is, of course, until a greater truth moves us closer to the answer. The Truth.

At work, this truth is founded in honesty, emotion, sharing and caring as we search to improve feelings and understanding. In Science it is more tangible and has documentable advances and preparation for the 'change of accepted truths'. In one individual person or soul , the hardest adaptation, as it is within ourselves, we find the biggest barriers to accept changes as the truths on which it would be best to act on appear and challenge us. This is the starting point not the end.

Looking at the universe and reducing the dimensions through the available comprehension of human cognition, take any of the dimensions here known, or above, and make a shadow one dimension below, keep going in a reductional way

and we get to a single, non dimensional point that must contain all that is known. Essentially a shadow of everything! Expand it beyond to dimensions higher than our own to the other 'edge', whatever or wherever it is, if it has one.. and it can by definition have only the same information of the single non-dimensional point everywhere there too!

My nugget is therefore one to bring that to a real world comment and is stolen from the only text in the Templar Chapel at Roslyn in Scotland. To read it once is an excercise is basic looking, to read it twice will create a question. To read it more times it will change how you feel and think of that contained within and eventually 'it will reveal its' magic'. As above, so below.

"Wine is strong, Kings are stronger, stronger than these are women, but above all TRUTH is strongest"

Max 'Merlin' Preece
Director - One Golden Nugget



"Approach everything with the passion and energy as though it is the thing you most want to do. Do this and you will find that it is."

Matt Atwood
Storyteller & Strategist - Reverb Communications



"Note your reaction, measure your response."

Chris Weatherhead
Director - Energised Edge



"More is not always better, sometimes more is just more."

Jennifer Dalipi
VP Ecommerce & Consumer Experience
Luciano Barbera/Zanella



"Leadership is not about you, it's about caring more about someone else's well being."

Garry Ridge
President & CEO - WD 40



"Be uncomfortably (at first) open, especially with strangers. The transformative power of openness and vulnerability is essentially infinite, and the risks are tiny."

Chris Beall
CEO - Connectandsell.com



"Being an infinite learner is the ultimate superpower to succeed in life."

Abbas Haider Ali
CXO - Abbas Haider Ali



"Be your own ally. Don't expect others to drive your career or personal growth. Invest in your personal well being before you invest in things."

David Vogt
Global Program Development - Facebook



"The real value in any goal is in who you become pursuing it. Success can only be truly measured through the lens of time."

Tony Hughes
Managing Director - RSVPselling



Don't shy away from taking responsibility, but remember there is no problem in business or life you have to solve on your own (And frankly solutions are usually easier to get to and better if you don't).

Neil Svensen
CEO - Rufus Leonard



"There is no road to success that does not pass through a town called failure. If you have experienced failure, congratulations. You are going in the right direction."

Mike Podesto
Founder & CEO - findmyprofession.com



"Be as fluid & transparent as water."

Richard Steven
Naturalist & Humanitarian



"One key reason why entrepreneurs do not achieve the success they deserve is due to their negative and self-limiting thoughts and beliefs.

ALWAYS visualize a positive outcome, this is the most powerful capability a human being has. Be consistent with that vision and be flexible in how you get there.

Mistakes are just 'course redirection'.

Do NOT plan what you will do if you do not achieve your goal; you will get what you plan for!"

Sue Stone
The Sue Stone Foundation



"Everyone should get a RFID wallet!"

Paul Newton
Founder - Mentaltheft



*"There is never a shortcut for experience.
So don't dismiss that which you may hear
from someone who has probably
either experienced or seen what you
are going through / the situation you are in."*

Sreeja Pillai
Head Human Resources - PAYBACK



"LIVE TO GIVE!"

Shyam S
Sr Marketing Head - Landmark Group



*"Do what you enjoy
and you will naturally do it well."*

Michael Benjamin
CMO - Office Freedom



"Always remember we are here
for a good time not a long time."

Nik McEwan
Head of Marketing - Kill It Dead



"Nothing is ever going to be perfect.
Just take action and begin."

Lee De Souza
Managing Director & Founder - Harrison Bridge



"1. Be open to learning and remain curious.
2. Hire great people and
trust them to do great work.
3. Forward plan and be ready
to change and course correct."

Claire Billings
VP Head of Marketing - Merkle EMEA



"Gratitude is what I would call a High Frequency Emotion/feeling! Being genuinely & deeply thankful and grateful for what we already have creates a sense of happiness as well as developing an abundance mindset. By acknowledging what we do have, we create a positive energy for more of the same. You get what you focus on as the saying goes! It is a valuable way to change the thought process and a daily practice will help to create new neural pathways."

Amanda Green
Emotional Health Coach



There is no alternative (TINA).
"Tina is a lie. There are always alternatives and there are always possibilities.
If you accept Tina you give up hope."

Charles McLachlan
Founder - FuturePerfect



"Your happy place is closer than you may think. Life can be hectic so build up a network of lots of small happy places you can visit all day long. Putting a record on, doing the crossword, picking dandelions with my son to feed the tortoises, cooking a new meal, a late night hot chocolate... all these things keep me sane between bigger luxuries such as holidays and days out."

Andrew Manning
Studio Manager - Global Marketing Group



*"Keep a gratitude diary.
Make a note of the things you are thankful for at the end of each day and focus on them as you go to sleep.
Gratitude has a big part to play in good mental health."*

Jack Pinder
CEO - EnigmaVoices



"Be yourself and believe in yourself."

Rakhi Voria
Director - IBM Global Digital Sales



"Deep Breathing!!! Take things one step at a time and make to-do lists to get through what needs to be done for the week/day and call it a win if you are able to at least check one thing off your list."

Jacquelyn Franssen
Counsellor - Meier Clinic



"Work hard."

Antoine Jarjour
CEO - Seen On Screen TV



"If something is hard
but you think it's worth doing just say yes!"

Anna Vaughan-Hawkins
Head Squash Coach - The Northern Squash Club



"Stay the course. My best to advice to anyone in a professional role they are enjoying. You have to stay the course you originally started on."

James "Saywhatsales" Buckley
Business Development Manager & Brand Ambassador - Ringlead Inc



"Cash is ALWAYS king!"

Jason Chainey
Sales Director & Co-founder at e-location



"Anything is possible, as long as you have a purpose and a plan. It's great to set goals but to make a better future, you also must have purpose. Why is this goal important to you? And how will you achieve it? The goal starts to come alive once when you have a purpose and a plan."

Kim Cayce
CEO - Kim Cayce International



My golden nugget from my experience relates to the effort it takes to be successful. I was lucky enough to sell my business Practicology, a retail digital consultancy, in Sep 2018. But the luck I generated was as a result of an incredible amount of hard work. I worked almost every Sunday for nine years and didn't take any term-time holidays. I'm not a rocket scientist, I'm just an average guy. But my drive and determination to succeed got me there in the end. So, I'm afraid the long and short of it is, there is absolutely no substitute for hard work. Few people win the lottery, most have to work really hard and for a long period of time to get there.

There is also no substitute for believing in yourself. I've had a business failure previously, before I had the success with Practicology. That provided me with all the motivation I needed to ensure I was successful second time around. It also provided the lessons learned that set me up for success."

Martin Newman
Chairman, Non-Executive Director, Board Advisor,
Investor, Thought Leader and Author



"In comedy as in most things in life it's not necessarily the person who's best at the job who succeeds - it's the pushiest. You mainly open doors by knocking on 'em- again and again and again..."

Harry Hill
English Comedian, Author and Television Presenter



"Always leave room for a sequel."

Ricky Slamz

What's Next?

In the spirit of radical transparency I'm going to share my vision with you.

I'm going to create a huge business with One Golden Nugget, something on the scale of Facebook.

I want to change the world by building a network that shares things of genuine value. By that I mean it will be built on sharing information that changes people's lives and creates the butterfly effect. How beautiful is that!

It will be a platform that can transform business culture and uplift personal branding, a source of help when the mind is going crazy, a place where you can share ideas and dreams of the future, and, champion the fact we can do anything if we work in co-operation not competition.

This is just the beginning, my friends. The seed is sprouting its first shoot and if you are reading this you are part of it. This project has the potential to create a huge social legacy of giving back to educate kids and invest in mental healthcare.

To be honest, that's probably enough vision for now… I can only see so far down the road, but it's a nice vision. It feels like it's worth getting out of bed for in the morning.

If you are someone with a spare bag of cash and see the potential in 1GN feel free to contact us.

Aside from that, I shall be running my 11th marathon in 2020, maybe even my 12th as well! And lastly, it's long overdue, but I'm going to release an album with my 'Magic Octopus Band' and have a No.1 record in the USA.



Gratitude

Nick Churchill, for smoothing out the sections of this book text and for taking my notes and crafting it into a form that made sense. David Torres Mora for everytime he switched on his PC, opened up Adobe and created something beautiful. Max 'Merlin', for 30 years, has talked 98% rubbish, but 2% is sheer brilliance. He's on the board of 1GN, my constant companion on this journey since I was 19 and while we have the best of times together, and I love him like a brother, he annoys the hell out of me. His dad Ian Preece for the work on the book and for giving me my first office at 19 to sit there and build my empire. John Palmer or is it John Scott? Both highly talented people! My brother Gee. Keep pushing Gee you are a winner. Thank you to my Dad who showed me many great life lessons. You continue to live in those still here. A soft centred soul who is missed. Tony the landlord for the free rent when I was on my arse and generally being a great human being. Alan Davidson for the phone call and "Cheese" for saving my life. All the people who pledged, gave advice and believed in the project, thank you. The Gumbrill, Nicky for the positive energy, my wonderful mum and lastly and the most precious of gifts life has delivered me - Georgia & Tom.

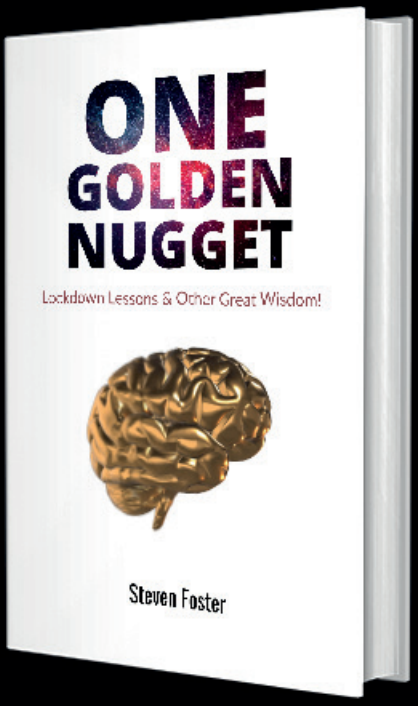
Thank you for reading!

To see more on the author visit
www.misterfoster.co.uk

Feature in our next book

Apply now & share YOUR wisdom!

Join us on the journey of One Golden Nugget.



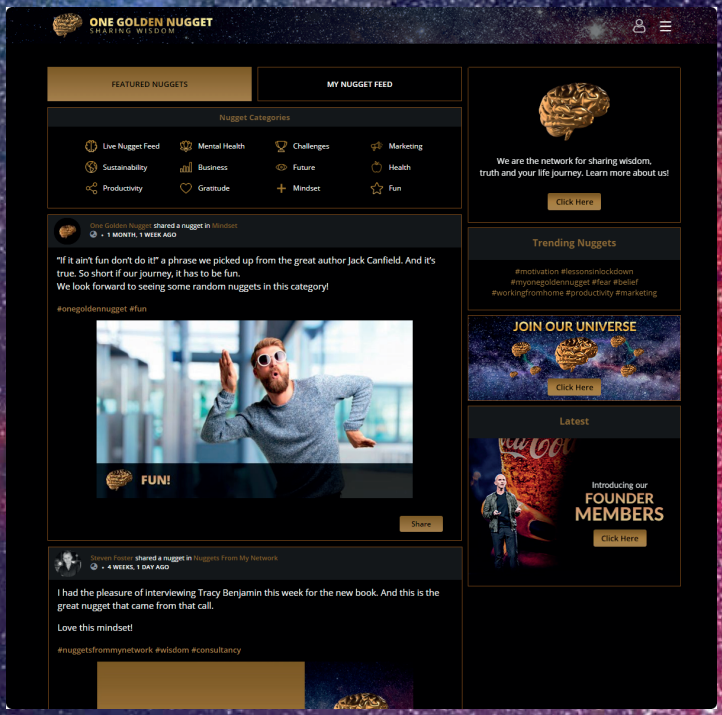
Our next book focuses on the lockdown period. How, for all of us, life became an unexpected new reality with unique challenges never experienced previously. And how we faced the challenge of building our 'Universe'.
Become a part of our story and share your one piece of life advice with us.

www.onegoldennugget.com

Become a Founder Member

Join our Universe

And share wisdom, truth and your journey



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APPLY NOW!

One idea can change your life!

After 28 years serial entrepreneur Steven Foster was tired of building his dream only to watch it crumble, over and over again.

In the pages of One Golden Nugget you join him on a journey in which he discovered that if anything was to change, first he had to change himself.

He interviewed more than 600 people from all walks of life – from CEOs and Vice Presidents of businesses like Fed Ex, Starbucks and Apple as well as the guy who sold his business to Twitter and the entrepreneur who just lost everything - through their nuggets of wisdom and experience he rediscovered the way forward.

The nuggets are powerful and as you go through the book there will be times when one jumps off the page and sparks a dialogue within – a single nugget that might just change YOUR life and lead you to the very things that have so far eluded you.



"Take the time and have the patience to learn
and know who you really are.
Being authentic is a very strong
and powerful leadership quality."

Stephen Chadwick
CEO - Shepherd



"The people who say it can't be done,
should not interrupt those who are actually doing it."

Lars Lyse
CEO - Bolia.com

One Golden Nugget strips back the veil of modern life and takes a look at what lays behind the apparently 'wonderful' lives we want others to see on social media. Beyond that illusion are real people trying to do the best with what they have, regardless of their status or position.

Welcome to One Golden Nugget!