

Tips

Dhyan Vimal on Entrepreneurship



■ "People fail in business and not get the result they desire due to bad learning, and the wrong way or doing it. We have lived with force, push and suffering. We have to learn how to work with personal power, cooperation, and support."

■ "The definition of the new entrepreneur is how to establish businesses that are organic and have inbuilt growth factors, and play a part in the growth of humanity at large, and not just a profit seeking mechanism."

■ "Our traditional business most often just has one bottom line, which is profit; and most often the price that we pay for it in the long run has been disastrous."

■ "The shift must happen now because the marketplace is becoming more competitive and complex. Humanity at large is not ready to pay the price for someone to make a profit at our expense anymore."

■ "I don't promote entrepreneurship over employment, both have its place and it depends on the person, but I am saying we are all in business one way or other, just learn to do it well."



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STARTING your own business and becoming an entrepreneur is the way to go in living the good life; but just as there are success stories, there are also unhappy situations where people get entangled in a myriad of problems in the pursuit of profit. Is doing business just about making money and driving a bigger car than your neighbour? Time has changed, so the concept of doing business must evolve to embrace the new entrepreneur mindset, one which is not focused on the dollar sign, but in the business of living, said Dhyan Vimal, a successful entrepreneur and teacher based in Petaling Jaya.

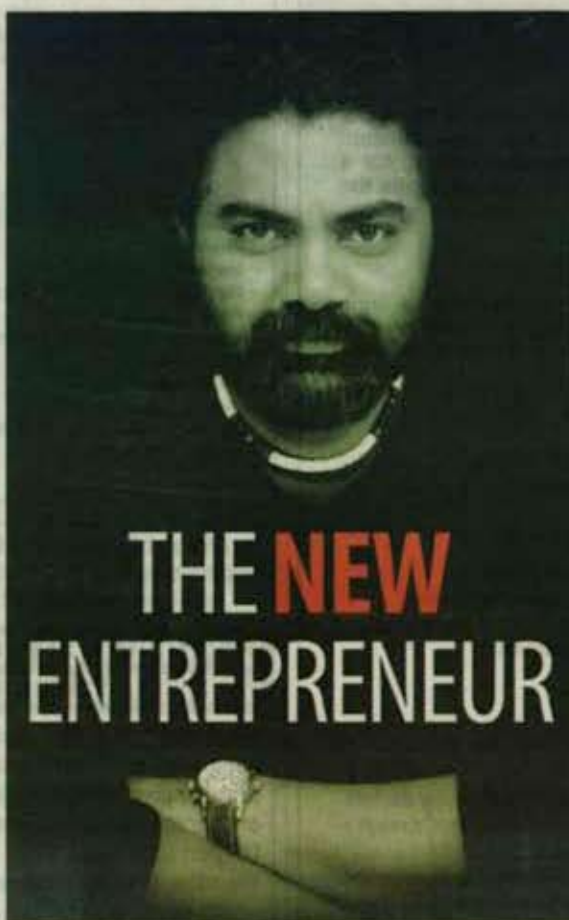
Vimal who is also the founder and president of Friends to Mankind said: "Money is a concern, but most of us have been reduced to making a living. We go to work to make money, we do business to make money. Up to this point, we have grown through struggle, conflict, which is what is associated with business; which has become a violent way of seeking one's needs above others and reducing it to a survival contest."

"First recognise it is a sad state of affair, if your concern is just to make money, and if that is all life consists of, which means you are operating from survival mode."

"The whole world is moving towards wellness, to becoming well. What is your business and role to make this world better? It is a whole different way of looking at things," he added.

Vimal who has run many successful companies which started from nothing said: "Business, when you have established it, is one of the most joyful thing you can participate in. Money is just the consequence of that. It is just a by product. "Ultimately business should be about the business of living, about your life, about how you are going to spend it."

On the qualities and characteristics of the new



Dhyan Vimal, a successful entrepreneur and founder of Friends to Mankind

entrepreneur, Vimal said he should be an existential person, one who has the ability to make association with another, where it is not only win-win, but win to all, and also a value adding person.

"I don't know if I will give myself the title of a successful entrepreneur, but I have succeeded more than what I dreamt of in what I have completed, and how it has been done."

"I consider the greater success is in how the businesses are run, and how they have enriched all who have been around, and humanity at large."

"Of late we have won some awards for both business and products, and I attribute it to a group of people who made this happen and I was lucky to have been able to get them to work with me."

Vimal said in the context of Friends to Mankind, no product, or services, or any business that is not a friend to mankind will get

bring out the best.

Participants will also learn how to turn their passion into business. "There are many ways to turn your passion into business but one of the easiest way is to look around you and the people that are with you, and see what is it about you they value, in regards to work and making things happen. This will very quickly give you an insight into how you are, and what is the direction you can go."

On starting a business: "Once you figure out what you want to do, then it is about climbing the ladder and learning the necessary skills;

■ One of the key abilities is to pick a business that can succeed, and a business you believe will enrich humanity;

■ The next is to have all the skills to drive this possibility, or have the ability to learn the skills to deliver this possibility to actuality;

■ To have an excellent ability to form relationships and maintain them, in common good with the right value, within the business context;

■ To have the insight and the ability to use money to its fullest.

the support of people at large, and therein lies the fundamental reason for their demise.

"The future of business is in collaboration, cooperation, and in networking. The old self-profiting mind does not support this at all, thus the new entrepreneur."

Vimal will be conducting the New Entrepreneur Lecture Series beginning next week. "It will be a five-month series because you will have to do a lot of the work. You will not just be listening to a lecture, you will be participating. You will go into what it means to be an entrepreneur, a successful entrepreneur," he said, hopefully it will lead to a transformation, an awakening, or a fundamental shift.

Among the things you will learn is how manage risk. "Being an entrepreneur is not about gambling, it is about building. So the ability to manage the risk rightly is the fundamental key, only then one can work in peace and

Vimal said: "My work is to show how organically you can grow. We don't do business, we are in business. When you have so many people bringing the best of their being into the matrix, we bring enrichment to ourselves and to others."

That is the definition of the new entrepreneur, where there is no personal success, but there is success of all."

To join the New Entrepreneurship Lecture Series visit www.friendstomankind.org, or call 03-61577746, 016-3013002.

■ The next session of the New Entrepreneur Lecture Series is happening on Saturday (Dec 4) at 7.30pm, Zazen Health Solutions at No. 28-2, Jln. PJU 5/15, Dataran Sunway, Kota Damansara, 47810 Petaling Jaya.