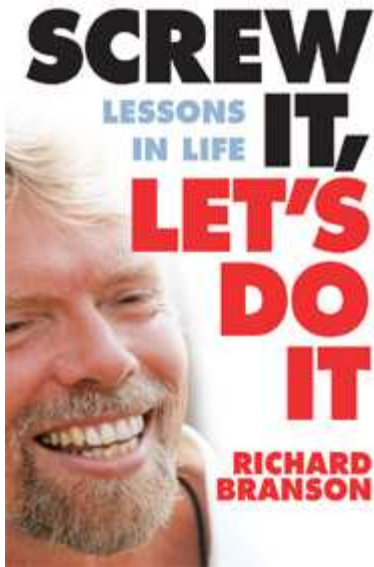


## Modelling Richard Branson



**“If you can learn to run one business successfully, then there is no reason you can’t run any number of businesses at the same time....the principles are still the same”**

As human beings we have been designed to copy and model others in order that we learn and gain the knowledge we need to survive on the planet. We begin this by copying our parents, friends, family, etc. Later in life when we want to improve ourselves to obtain a better job or be successful in sport or business wouldn't it be good to model yourself on someone who is successful?

If you want to be a better golfer, model yourself off Tiger Woods. What is he thinking just before he walks up towards the ball? What are his beliefs? Below is the model of Richard Branson; how he behaves, his beliefs and purpose in life. This data has been elicited from his book *Screw It, Let's Do It*.

### Environment

- I have mentors and coaches to help me with my work.
- I am continually reading and learning and absorbing from my environment.
- I surround myself with good people and enjoy building teams.
- I love leading a team to success, working with others & sharing the rewards.
- I impact my environment by being me, giving as much as I can, and by filling my space with happy and contented colleagues, friends and family.
- I live my life to the full.
- I enjoy life; life is about having fun, when it is not fun, move on.
- I aim high and think big.
- I like trying new things.
- I make every second count.
- I don't waste time, I grab the chances.
- I have a positive outlook on life.
- I chase my dreams but live in the real world.
- I am always challenging myself.

## **Behaviour**

- I am very curious and continually ask questions to find out new things.
- I am like a dog with a bone when it comes to achieving my goals.
- I will always find the solution. If I can't there is always someone else who can and a solution will be found. I love a challenge.
- I work and play hard. Success cannot be achieved by not working hard.
- Because my business is worldwide, I need to communicate at all hours of the day, I cat-nap like Margret Thatcher and Winston Churchill, to catch up on sleep.
- I allow myself time to daydream and think, this is the most powerful way of working as it delivers new ideas.
- I allow time to prepare and plan.
- I live for the moment.
- I am bold.
- I face problems head on.

## **Capabilities**

- I am a scholar of the subconscious mind, I employ mentors and coaches to help me to understand myself, and this helps me to understand others and gives me greater confidence and self-belief.
- I have leadership skills and lead from the front.
- I am a good communicator of my ideas to others. I paint pictures of dreams and explain ideas with metaphors; this helps people to understand my direction and gives them clarity.
- I am a listener and ask structured questions.
- I am a flexible thinker, which is crucial in the understanding of others and for moving forward rapidly.
- I am always learning,
- I am continually on the hunt for new ways of doing things, new ideas, new opportunities, I like meeting new people.
- I calculate the risks, and then take them.

## **Values and Beliefs**

- I believe in me, I believe this comes from constantly stretching myself and getting out of my comfort zone. This builds confidence and self-belief.
- I believe that anything is possible.
- I believe that everyone has the ability and potential to be successful.
- I allow my people to think for themselves and deliver their own results.
- I believe in honesty, integrity, trust, and respect because it has served me well over the years. Without it you cannot sustain long-term success.
- You have to be brutally honest with yourself and address your internal conflicts.
- Hope is not enough, action is what matters.

- I believe in leading from the front.
- I believe in being polite and doing no harm.
- I believe that I will always find a solution to a problem. It's just a matter of time.
- I believe in team building and people development.

## Identity

- I am an entrepreneur and a leader.
- I am driven by my passion of achieving my goals.
- I have learnt that written goals programme my subconscious mind like no other tool; this is vital to me and allows me to be creative.
- I am always thinking about my passion, I can't help it, even on holidays after a few days rest, I will continue to think and plan.
- I am a creator of ideas.
- I make things happen around me.
- I always have a notepad handy to write down thoughts and new ideas.
- I love to learn new things and am always looking for new opportunities.
- I am persistent and never give up; this is a quality that is essential to my success.

## Purpose

- The purpose of my life is to protect and provide for my family and loved ones. I put my family first all the time.
- I love me, and I have the ability to love others and my work.
- I am focused on achieving my goals.
- I love helping people to create for themselves, and I love sharing my knowledge and wealth with them.
- I know what I want.
- My purpose is to live a happy and peaceful existence, and creating something from nothing from the things I am passionate about, gives me great pleasure.
- Money is for making things happen.
- I enjoy doing good, helping people and making a small difference to the world

1. What have you learnt from Richard?
2. What can you learn from the way he thinks?
3. Do you have the same value, beliefs and qualities as Richard? Highlight the ones you would like to work on.
4. What allows him to do it, but may hold you back from doing it?
5. If you have all the same values and beliefs why haven't you made it as big as Richard?

For more information on the business coaching and mentoring program, contact [team@profitclub.co.uk](mailto:team@profitclub.co.uk) or direct by calling **08707 708175**