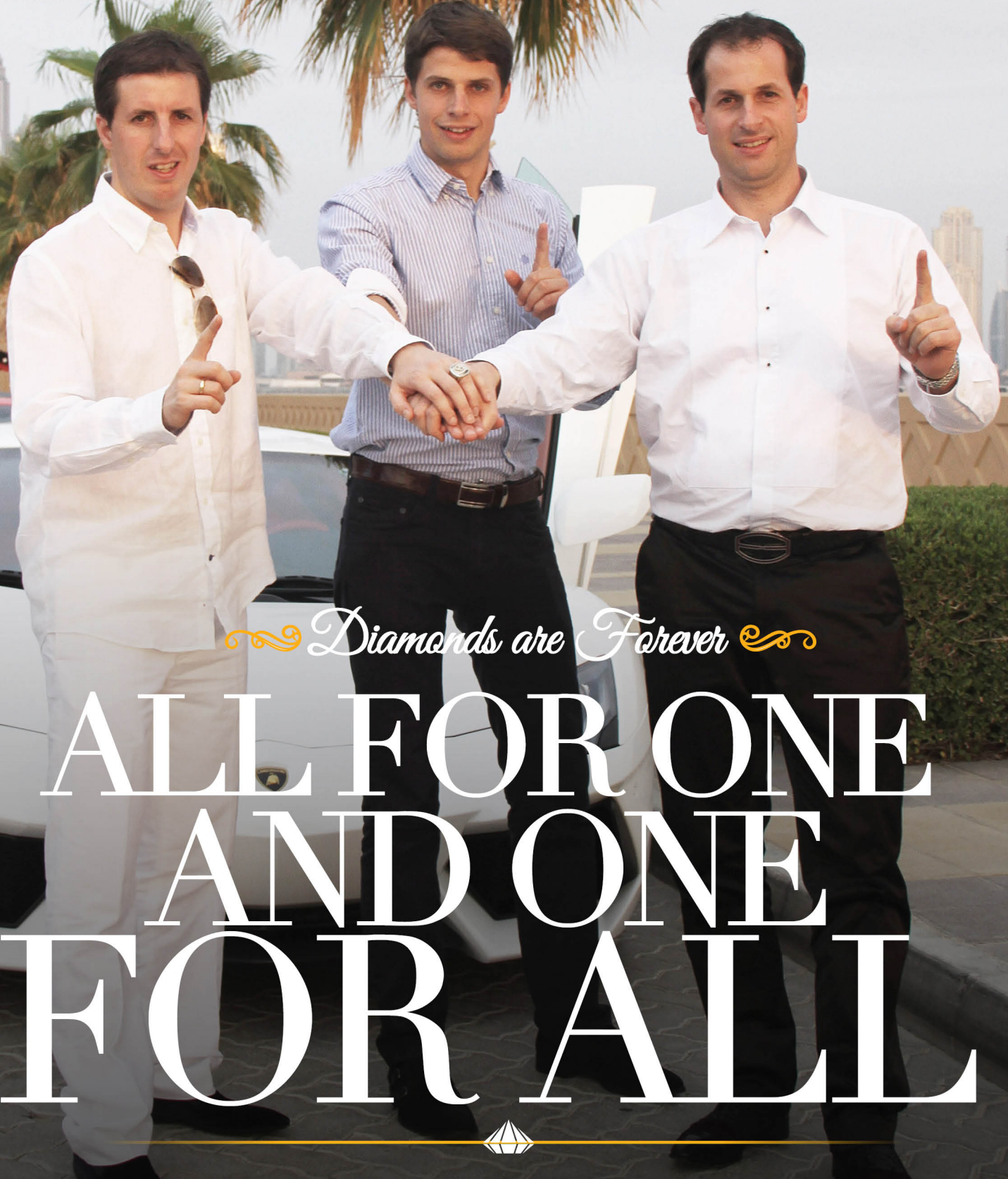


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W O R L D W I D E



❧ Diamonds are Forever ❧

ALL FOR ONE AND ONE FOR ALL



DSA PHILIPPINES
MAKES SIGNIFICANT
CONTRIBUTION TO INDUSTRY

XANGO
EUROPE LEADERS ENJOY
RETREAT IN FRENCH RIVIERA

ASEA
HIGHLIGHT OF THE
EUROPEAN TOUR IN MAINZ

VESTIGE
SETS A DIFFERENT PACE FOR
DIRECT SELLERS IN INDIA



Leaders Aren't Born - They're Developed

In the last few years I've been able to learn a lot. Often in the course of this I've stumbled upon problems that have unsettled me. Today I'm in a situation where I can understand these challenges much better. Above all else I've learned one thing: I've grown because of each challenge. Challenges have brought me where I am today and made me into the person I am today.



Particularly in business matters I've learned a lot. For example, my first company, which I set up in 2000, went bankrupt after just 3 years. When today I think of the mistakes I made at that time, I have to laugh. In just about every field I had absolutely no experience at that time. For me leadership was an alien concept and performance figures were just as foreign as lottery numbers.

Just recently I was discussing the growth of some luxury labels in the last few years with my brother. Allegedly we've had one crisis after another. In spite of this some companies have grown massively in recent years. In China alone there are more than 400,000 millionaires today. Admittedly the number of billionaires has gone down but worldwide there's one millionaire for ever 660 inhabitants. So things are going well for us.

Nevertheless, I ask myself: Why are there companies that show a good performance in every economic situation? What do these companies do that's different? Why does

business always go well for them while other companies are struggling?

In the same economy and the same industry there's always at least one businessman who's making profits of more than a billion while his competitors are fighting for survival. One networker has a turnover of several million dollars a year and most of the others can't even fill up their car's gas tank.

One important point is development. Here I don't mean product development, but personal development. A few months ago I held a seminar on the topic of leadership. During a break a participant who was a young businessman came to me. He asked me for the key to success. He was of the opinion that he didn't have the time to learn everything; he needed a success formula with which he could achieve a breakthrough straightaway. I stood there and at first I couldn't give an answer. "There isn't the one and only formula with which you can achieve a breakthrough," I thought.

For several days this question absorbed me but, nevertheless, I couldn't find an answer. But then it was as if the scales fell from my eyes. There is this law, after all – that's the law of the minimum. In Nature we see it every year. When, for example, you plant an olive, it takes some time until it bears fruit. A newborn baby is completely helpless and needs time to develop and grow.

It's just the same with success. You have to grow. Here, of course, it helps to absorb the proper fertilizer, i.e. the proper input. All over the world there are people who pass on their knowledge about success and business management. In accordance with the law of sowing and reaping you only have to plant the right seeds and get them to grow. If we take a closer look at the law of the minimum, we'll immediately discover one thing. Our success can only ever be as big as we are ourselves. So if we want to achieve more success in life, in our profession, in health or financial matters, then we have to grow in this field. The more we grow, the greater the harvest can be.

Again and again we see lottery millionaires and how they squander the money they've won. The reason is

that they haven't grown enough. For this reason after a few years most lottery winners have greater debts than before they won the lottery.

From Jim Rohn I learned to invest 10 percent of my income in my business. This includes promotion, but also my personal development. Every year I attend seminars myself all over the world in order to get new perspectives. On the one hand, I want to see how my colleagues work but, on the other hand, I'd also like to develop myself further.

I recommend you read lots if you want to grow. As Benjamin Franklin already knew: "An investment in knowledge pays the best interest."

In this sense I wish you a good performance and I look forward to being able to greet you personally at a seminar sometime.

All the best for the coming weeks.

Yours,
David



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About David El Dib

Born in Vienna in 1976, David El Dib grew up in sheltered surroundings. His mother was a teacher and his father was a businessman, so David learned from a very early age to think in a businesslike manner. During his childhood the family had to keep a close eye on their finances since the monthly income was just about sufficient to get by. Already during his commercial training at the Vienna Business School, David recognized that on the conventional job market he wouldn't find the opportunities he envisaged. Therefore already at the age of 21 he made himself self-employed.

Subsequently, he worked as an investment banker for a renowned international investment company and advised large corporations and wealthy clients on questions regarding investments. His economic understanding and his interest in his fellow human beings already made him a sought after discussion partner at an early age.

In recent years David El Dib has conducted seminars as a keynote speaker in front of tens of thousands of people in Europe, the USA, South America and Asia. In particular he coaches business people and top leaders in the fields of personal branding and customer orientation.