

The Farrell Company

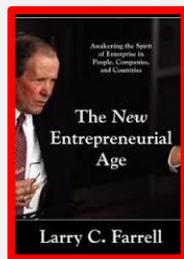
Entrepreneuring Around The World 2015 Highlights

Dear Clients, Colleagues and Friends,

We are grateful to our clients and international affiliates who made it possible for us in 2015, to achieve another exciting year of helping **Governments, Companies, Universities and Individuals** learn and apply the mighty power of the entrepreneurial spirit. Below, we've highlighted projects in each of these markets. You can learn more about our activities and services by clicking on our website at www.TheSpiritOfEnterprise.com. Enjoy!

1. **The New Entrepreneurial Age - Traveling Very Well From America To Europe To Asia:**

Larry's current book has now been published in several languages – as were all his previous books. Besides English, Chinese has actually been our most popular language, with all four of his books published in China. All this publishing activity underscores one of the most remarkable things we've learned about entrepreneurship over the past three decades; that it is virtually culture-free and travels so well around the globe. Indeed, our seminars have now been taught in 10 languages across 45 countries to over 6 million participants. Entrepreneurship is clearly a global language!



2. **The Entrepreneurial University - New Program Debuts In Belfast, Northern Ireland:**



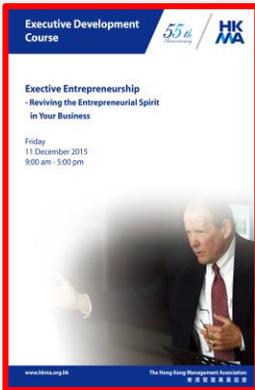
Our new university program, with separate tracks for faculty and students, was introduced last September. The first client was our good friend Terri Scott, Chief Executive of NRC with 8 campuses and 25,000 students across Northern Ireland. We worked with senior faculty, select students and even some government staff. The introductory session was very well received and we are now planning phase two with CE Scott and her staff.

While we've worked with many schools around the world, and several of our Affiliates are Universities, this new program is uniquely designed to help deans and faculties create a more entrepreneurial university and a world-class entrepreneur development program. The faculty track uses *The World Of Entrepreneurship Education*, our research and analysis of the best entrepreneur development centers in the world. That session is followed by the student track - a half-day demonstration of our *Getting Entrepreneurial! Seminar* for students.



Pictured above are Terri Scott, Larry, the NI Government's June Ingram - plus an interview with the local press.

3. The Entrepreneurial Organization – Our Great Corporate Clients Around The World:



Our *Entrepreneurial Age Keynote Address* and our *Corporate Entrepreneurship Seminar* have remained favorite options for our corporate clients everywhere. Typical of these progressive companies is **AFS Technologies** in the USA, the world's biggest provider of enterprise software for the food industry. They serve 1,300 clients across 50 countries, including industry giants like Procter & Gamble, Pepsi and Nestle. They asked Larry to open their annual user conference, attended by 250 of their top clients. They wanted an entrepreneurial boost for their 30th anniversary which perfectly coincided with our "Life Cycle" premise that companies start losing their entrepreneurial spirit around their 30th year. Larry also delivered a session on "High-Speed Innovation" for AFS clients.



A different type of corporate client is the **Hong Kong Management Association**. For 55 years its mission has been to bring the world's best business ideas and practices to Hong Kong. We have a long association with 'HKMA' starting in the mid-1980s right up to December, 2015 when they most recently sponsored our company seminar.

Below are recent photos from our Keynote Addresses and Corporate Seminars across five Continents.



Asia



South America



Europe



Africa



North America

4. Warrior Transition Getting Entrepreneurial Project: Our project to train and mentor returning American veterans to become entrepreneurs -- continued in 2015 with two more seminars. The first session was held, once again, at Fort Belvoir in Virginia. The second was delivered as a part of the annual Army-USA conference held at the Washington, DC Conference Center. One of the unique features of the seminars is the continued support of the US Small Business Administration. The SBA actually sends a representative to all our seminars, who explains in detail how the seminar participants can apply and access start-up money from the SBA. This has been a terrific plus for our veterans/students.

The project continues to be directed by John Trujillo, the founder of the Warrior Transition charity, (www.WarriorTransition.com) which works closely with the US Department of Defense. As John says: *"We aim to broaden the choices returning veterans have, by giving them the training and the confidence to become self-employed entrepreneurs often using the same skills they learned in the military. This project is a historic first for returning warriors. In meeting this challenge, we are fortunate to have as our partner, The Farrell Company, the world's leading firm for teaching entrepreneurship."*



April 2015, Fort Belvoir, Virginia



Libo Suen, SBA Staff



October 2015, Washington, DC

5. Affiliate News – Enterspire, LLC In The USA: Of all our Warrior Transition program graduates (see above), the most unexpected and exciting business start-up plan came from Joseph Schafer, a participant in our Washington DC session last October. Joseph started thinking during the seminar, and confirmed to us a week later, that the business he really wanted to start was to become an Affiliate of The Farrell Company! He received his full instructor certification training in November, and is now our exclusive Affiliate for the states of Maryland, Virginia and the District of Columbia. This was a first for us so we held a celebratory lunch for Joseph and his wife Maureen at The National Press Club in Washington DC in December.



We are very pleased to welcome Joseph and his company, Enterspire LLC, to our worldwide network of Affiliates. He comes well prepared. A retired US Army Officer, Joseph is a West Point graduate (as are both his sons!), holds a PhD in Computer Science and an MBA from the University of Virginia. He's passionate about entrepreneurship and is a natural-born presenter. He's already delivered his first session and received rave reviews. We wish Joseph and Enterspire LLC great success in the MD, VA and DC markets - which includes the US Government.

6. Affiliate News – The Ascent Group In Germany, Switzerland, Austria: Ascent Group has been our International Affiliate for Romania and SE Europe for several years. They have brought our entrepreneurial message to many multinational clients in the region such as IBM, Avon and Xerox -- and to many important local companies like Banca Comerciala Romana. It has obviously been a great partnership over the years.



Our good friend Adela Cristea is the visionary founder and Managing Partner of Ascent Group. The firm provides legal, financial and HR services to clients and has offices in Romania, Bulgaria, Serbia, Moldova and Cyprus. One key growth area has been servicing the large number of German companies with factories in Romania. This led to projects in Germany, made easy as Adela is fluent in German. The big German market began to look attractive.



Adela And Larry With Seminar Group, 2015



Adela And Larry At Book Signing, 2014

So Ascent Group decided to expand into German speaking Europe - and we are pleased to announce the firm has also become The Farrell Company's Affiliate for Germany, Switzerland and Austria! Larry's book, *The New Entrepreneurial Age*, has already been published in German and should help support Ascent's HR marketing efforts in the area. We wish Adela Cristea and the Ascent Group great success in their important, new markets!

7. YouTube Channel Created: We've recently created our own YouTube Channel. On this Channel, you will be able to view Larry Farrell's presentations and interviews. The first two edited videos have been uploaded and are now available to review. The titles are:
Authority On Entrepreneurship - Three Decades Of Clips
Creating Entrepreneurial Economies

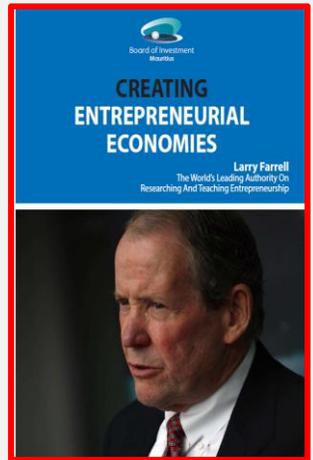
Here's the link: < https://www.youtube.com/channel/UCvO_gW_AbYcYnZqb1qgj1BA >. We will soon be adding additional video clips as new presentations and interviews become available. We hope the Channel will be useful for all. Of course you can access additional material and videos by clicking: < [Larry Farrell Entrepreneurship](#) > on Google or Yahoo.



8. Creating An Entrepreneurial Economy In Ghana: As announced last



year, we have entered into a joint venture with the Board of Investment – Government of Mauritius (see the brochure.) The goal of that partnership is to assist other African countries create a more entrepreneurial economy across their nations. The Mauritius ‘BOI’ appointed Faraz Rojid as the Program Officer, who along with his team, oversees the entire project. Faraz also accompanies Larry on all country visits.



The first government to implement the project was Ghana, under the enthusiastic

direction of Mawuena Trebarh (see above with Larry,) the CEO of the Ghana Investment Promotion Center. She works directly for John Mahama, the President of the Republic of Ghana. Mawuena attended Larry’s earlier presentation in Mauritius on *Creating Entrepreneurial Economies* and decided on the spot this was something Ghana needed. For the project startup, she enlisted the help of Helga Boadi, CEO of Ghana’s Youth Enterprise Support. They appropriately re-named the project: *Building An Entrepreneurial Ghana*. Phase One of our program focused on: “Involving Local And National Leadership” and “Inspiring The Potential Entrepreneurs.” Mawuena’s and Helga’s offices put together a terrific schedule around these themes, first in the capital city of Accra, and then in Kumasi, the provincial capital of the historic Ashanti Kingdom, in the interior of the country.

The feedback from every group Larry and Faraz met was extremely positive. They all warmly embraced the idea of entrepreneur development for the people and the economy of Ghana. With these results Phase Two of the project has been planned for early 2016. As Mawuena Trebarh explained: *“We believe the objectives were achieved, especially the need for individuals and businesses to have and pursue an entrepreneurial mindset. Your lectures were insightful and got all our participants buzzing. Our invited guests felt this was a much needed discussion on how to move the Ghanaian economy and the national development agenda forward.”*



Larry Teaching And “Inspiring” Future Ghanaian Entrepreneurs



Interviewed On Ghana TV

9. Looking To The Future - New Partnerships In Asia And Europe: We’ve reached tentative agreements with two world-class organizations to sponsor our entrepreneurship seminars in 2016. The Conference Board/Europe and the Singapore Institute of Management have both agreed in principle to partner with us! We actually have long histories with both of these great institutions. First, Larry was a columnist for *The Conference Board Review* (published New York) for five years. The column was titled *Entrepreneurship* as some may recall. At ‘TCB’/Europe, based in Brussels, we’re working with Johan Witters, their Manager of Business Development and Executive Programs. In Singapore, we had delivered entrepreneurship seminars for ‘SIM’ in the past – so we were pleased when our old friend, Anselm Chu, the Director of International Development at SIM’s Global Education Division, suggested we re-new our relationship, and on an expanded Asia-Pacific basis!



10. Entrepreneurs We Know – In Iceland: Two great entrepreneurial leaders in the news – both interviewed for Larry’s books – hail from that small but amazing country of Iceland. The first is Iceland’s President Olafur Grimsson, who has served longer than any Icelandic President in history, and who announced he would not run again in 2016. In Grimsson’s first decade as President he guided Iceland to historic prosperity, reaching 5th in the world in per capita income – and in his second decade the country recorded the best economic recovery in all Europe from the Great Recession! This remarkable 20 year record is not surprising. As he explained in his interview with Larry: *“I would argue that Iceland offers an inspiring example of what can be done if everyone’s potential for progress, for initiative, for creativity -- for entrepreneurship, is allowed to grow.”*



The second Icelandic newsmaker in 2015 was Dr. Kari Stefansson, the bio-tech super-star. He achieved what few scientists ever will – a third front page story in the New York Times! The breakthroughs that just keep coming from his company, deCODE Genetics, are truly astounding. The NYT reported it was *“deCODE’S unprecedented profiling of an entire nation’s genetic makeup, discovering a host of previously unknown gene mutations, which may lead to cures in ailments as diverse as Alzheimer’s, heart disease and cancer.”* None of this surprises either - as Larry says his meeting in Reykjavik with Kari Stefansson was one of the most dazzling entrepreneur interviews he ever conducted. Here’s a brief sample of Kari’s dazzle and passion: *“We are studying the most sacred information that exists. The information that goes into designing you. It is by far the most powerful way of looking for new knowledge in medicine and it has worked wonders for us. We are convinced this is going to be the mechanism whereby we institute a new revolution in medicine.”*



11. Entrepreneurs We Should Know About - Jack Ma and Elon Musk: We’ll close this issue with a peek at the two latest entrepreneurs we’ve researched and whose stories we’ve added to all our teaching programs. The rule we’ve always followed is that entrepreneurs must have at least a ten year record before we even consider using their story – to avoid all the ‘flash-in-the-pan’ start-ups we read about in the news every day.

Jack Ma, the founder of Alibaba, now bigger than Amazon, eBay and PayPal combined, and at \$231 billion, the largest New York Stock Exchange IPO in history, has certainly passed that criteria with flying colors! And with that in mind, we love his famous quote: *“I don’t waste five minutes thinking about making money.”*

The same goes for Elon Musk, the founder of ZIP2, X.com, PayPal, Tesla, SpaceX, Solar City and Hyperloop. This serial innovator from South Africa and Canada, before landing in the USA, seems to have a limitless stream of great ideas! We especially like one of his famous quotes also: *“Failure is an option here. If things are not failing, you are not innovating enough.”*



Elon Musk - Tesla



Jack Ma – Alibaba



Elon Musk - SpaceX

Thanks for your interest. Let us know if you want to learn more about our programs and services. Meanwhile, best wishes to all for a safe, prosperous and entrepreneurial 2016!