

## Entrepreneurs are Great Part 1

Great Britain is a country full of bright business ideas, and the people behind these ideas are great entrepreneurs. Through hard work, risk and dedication, they've become some of the most successful people in the world and I'm off to meet a few of them.

Oxford is home to one of the world's greatest entrepreneurs, Sir Richard Branson. He's one of the best known faces of business in Britain and Britain's 4th richest citizen. Wonder where I am on that list...

Richard Branson's success started when he opened his first record shop in Oxford Street, London, in 1971, and he never looked back. His success rocketed from launching his own record label, Virgin Records, to creating the hugely successful Virgin Atlantic Airways, and he's now worth an estimated 4.2 billion dollars. I've been lucky enough to be invited to Richard Branson's home and I'm really excited about it. I'm hoping to find out the secret of his success.

**Richard:** Sir Richard, you are one of the world's greatest entrepreneurs, not just in Britain. How have you achieved this?

**Sir Richard:** Well, by having a blast, having a lot of fun, trying to create ventures that really make a difference to other people's lives, not being afraid to give it a go, sometimes falling flat on my face, sometimes succeeding.

**Richard:** So in your eyes, what makes a good entrepreneur?

**Sir Richard:** An entrepreneur is somebody who sees a gap in the market and feels that people are not being treated well, and gets in there and fills that gap. An entrepreneur

is somebody who, you know, believes in what they're doing 100%, who acts with integrity, who realises their reputation is all they've got in life and sets about to create a great brand.

Richard's entrepreneurial spirit has led to Virgin's success and he's not alone. Britain is a great place to do business.

**Richard:** Any advice for me?

**Sir Richard:** Don't try to do everything yourself. You know, try to find people who are better than you. Learn the art of delegation early on. Make sure that all the people who are working for you have fun in what they're doing because 90% of your life seems to be spent at work, so make sure it's enjoyable, and screw it, just do it. Just get on with it.