

## GENIUS NETWORK™ HOT TIPS SHEET

*Getting involved and doing things differently, it's always been the Virgin way.*

- There needed to be a fresh approach to social and environmental issues, that turns them upside-down and looks at them through a whole new lens...through an entrepreneurial lens...Our fundamental belief was that in order to drive long-term change in the world, you really have to look at things from a business approach so that it's sustainable.
- Historically, when you think of the word *charity*, this miserable image comes to mind... I think there's a real opportunity to change that whole mentality, so that people can realize that getting involved in and helping drive social and environmental issues can be really exciting and really fun.
- We tend to always focus on the positive side...Rather than in today's society, where we're all bogged down with so much negativity that it almost becomes overwhelming to people who think they can't do anything...What we've tried to do at Virgin Unite is try to make things as clear as possible, as simple as possible and, very importantly, as easy as possible to get engaged.
- Who is a social entrepreneur? It's someone on the frontlines, that has a brilliant idea for something that will be scalable, to drive significant social and environmental change.
- Social entrepreneurs have to have a passion for getting rid of inequity in the world... they have to be selfless and driven because they're not going to get benefits, like financial benefits or other benefits that you get in the corporate sector...The best social entrepreneurs that we've found to work with have been those that aren't there to give handouts to people, they're there to give people choices and a voice in life.
- Entrepreneurs get other people enthused and engaged, and they make their idea happen. And they never let go of it. They are incredibly persistent and passionate about their idea, such that no matter how many times they get knocked, they still continue to fight with it.
- **Richard Branson's Leadership Model:**
  - Incredible focus on people
  - An eye for seeing where something needs to be turned upside-down through radical change
  - Not afraid to take risks
  - Incredible ability to look at things from a unique perspective; to know when something's a good idea and when it's going to work
- We've spent a lot of time with experts in the social sector and the environmental sector and people on the frontline. Just listening, I think, has been the most important. Listening to them on what the biggest issues are that need to be changed, and listening to some of their ideas on how they can change, and focusing in on those things rather than trying to be all things to all people.



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*“You have to make sure you focus on the things  
that are going to have maximum impact.” - Jean Oelwang*

**BIG IDEAS/INSIGHTS** I gained from this interview:

IDEA	How can I leverage this idea to my benefit?

**ACTIONS** I want to take based on these ideas:

ACTION/GOAL	Steps I can take right away to move on this?
Deadline: _____	
Deadline: _____	
Deadline: _____	

**Recommended Resources:**

- *Losing My Virginity: How I've Survived, Had Fun, and Made a Fortune Doing Business My Way* by Richard Branson
- *Screw It Let's Do It: Lessons In Life*, by Richard Branson
- **website:** [www.VirginUnite.com](http://www.VirginUnite.com) Click on **Get Involved** to make a donation of your time, cash, stuff, or voice.

**Other Recommended GN Interviews with Joe Polish:**

- Dan Sullivan, (*Creator of The Strategic Coach*) “How The Best Entrepreneurs Get Better”
- Brian Tracy (*Internationally Known Speaker*) “How To Succeed Massively”



For more **Genius Network™ Interviews** by Joe Polish with experts in the fields of business and personal success - visit [www.GeniusNetwork.com](http://www.GeniusNetwork.com).

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