



**THE
HEART-FUELLED
ENTREPRENEUR**

JACK DELOSA, FOUNDER OF THE ENTOURAGE TALKS TO ASPIRE ON THE IMPORTANCE OF FINDING YOUR OWN PATH, SUCCESS AND BEING THE DRIVER OF YOUR LIFE'S LEARNINGS.

BY MONICA KADE

At 28, Jack Delosa exudes a wisdom far beyond his years. His energy is infectious, his charisma delightful and while the professional world recognises him as an entrepreneur, author, speaker and Founder of The Entourage (Australia's largest educator and community of entrepreneurs) Jack will simply tell you he's but a "Student of Life".

So what does "success" mean to this young guy who has his name on the BRW Young Rich List.

"Discovering what works for you, what makes you happy and living that every single day unapologetically."

In today's day and age, the term success is so loosely thrown around and for the most part, the word "money" follows suit. People equate success with money or status and what I loved about Jack is how money and growing a business wasn't the driving factor. For him, there's a deeper truth which unfolds.

"Success is not necessarily starting your own business. Some people like my father today, (while he was previously successful in business) success is having a really good vegie patch at his house in Daylesford and speaking to his boys every now and again. And he enjoys that."

"It doesn't matter what the pursuit is, all that matters is that it's true for you."

Rewind to Jack at 14, he was learning about psychology and management, and "how we operate as people rather than a business." Then around 15, he moved on to studying politics and that's when a seedling of dissatisfaction sprouted within him.

"I looked at the state of the planet and who's running the show, and [wondered] why it's all happening so incompetently." Jack believed that by getting into politics he could "create change and influence things for the better". However, he soon realised "politicians don't impact any meaningful change on any scale that's of any meaning to anybody," and the fact of the matter was, Jack wanted to be a changemaker.

WAKING UP WITH JACK

Jack tells me that many successful business people are "routine and regimented".

He's not. "I'm a very fluid person. The further I go in life, the less structured I become."

I was curious about how he started his day.

Was there a ritual? Certain must do's? Nope. Nothing of the sort. Jack keeps it real.

He may start his day by:

- Reading a passage from an author that inspires him.
- Go to the gym or for a run.
- Sometimes he'll "roll out of bed, have a shower and go to work".

"I'm terribly inconsistent. If I tried to get up at a particular time, I'd do it for two days and revert to being me.

"Doing what's best for me in any given moment to push our vision forward" is what's important for Jack. "It's different every day and I basically just follow my heart."

HIT THE ROAD JACK

Is the life of an entrepreneur an easy road?

"Oh my god! [laughs] yeah...ahh no! [more laughs].

If someone wants to become an entrepreneur or is an entrepreneur it is one of the most challenging things that you can dedicate your life to - and I don't say that lightly."

"I used to describe my first years in business as going through hell and back because that's how it felt for me - not enjoying it and not quitting for 6 years. It's soul-wrenching and gut-wrenching hard."

Until one day Jack studied Nelson Mandela and discovered the challenges and obstacles Mandela faced in his lifetime, and Jack's tune changed.

He then looked back on the "6 years of start up, financial, self worth and some other challenges", compared them to Mandela's and realised, he'd had it pretty easy.

You don't have to talk to Jack for long to realise he's full of knowledge, he's read a lot! He knows a lot about many different things, (which is pretty inspiring if you ask me). One of the really cool things about Jack is that he's open-minded to where an individual's education comes from. There's no one pathway he'll advise you to go down.

"I'm not an advocate of traditional education in the way it's currently being delivered, I am a big advocate of education and finding your own path. It's just that as an entrepreneur your education is self-driven and self initiated. You will do your apprenticeship but you will direct it. Be welcoming and embracing of the

JACK'S HEROES

- Nelson Mandela for his perseverance and humility.
- Albert Einstein for his independence of thought and protest against the status quo.
- Oprah Winfrey for coming from absolutely nothing and achieving a high level of success and remaining highly spiritual and grounded.
- Allan Cheering for being a complete outcast and honouring how weird he was but still dedicating himself to a philosophy of "could machines think", Alan's work became what we know of today as computers.

challenges. You have to enjoy the struggle otherwise longevity will be questionable."

THE POWER OF EDUCATION

The Entourage has a community of over 80,000 entrepreneurs and what I most love is that it was founded on two things:

"1. Dissatisfaction with the traditional education system and 2. the fact that the traditional career path doesn't enable people to live a life on purpose and enable people to dream, create, fight or live an inspired life."

Today, we are seeing more and more people wanting to live a life with purpose. People are looking within to find what makes them feel alive and to go out there and do that - and companies like The Entourage, are simply paving, educating and supporting those which dare to act upon their dream.

Nelson Mandela once said, "Education is the most powerful weapon with which you can use to change the world."

"I think people globally have forgotten what education is about. Education globally is about helping people to grow and become the best version of themselves, so they can be more and contribute more; not a business model that takes advantage of government funding. We've just lost our way there somewhere."

"I always had the belief that if we were to bring

integrity back to education and bring people who were inspired and educated to the classroom and the stage, that would make a substantial difference to the planet. Our [The Entourage] vision is to push civilisation forward and our mission is to become the world's number one educator."

And it's fascinating because in a world where technology has advanced many industries, in schools, kids are still being taught the same old Pythagorus' theorem and a bunch of other subjects that don't prepare them for life. When it comes to moving education forward, I stand by Jack's probing questions: "Where was the class on how do I listen to myself? And how to live a life or manage personal finances."

In fact, areas like personal growth, self awareness and following your heart are the subjects, where Jack faced his greatest challenges - and like the majority of us, had to work it out for himself.

"The toughest challenges are the personal ones. My biggest mistake in business was, early on in my career, I had a severe lack of focus. Every entrepreneur or every person that starts out doing anything has a lack of focus because they try to do everything for everyone and be everything to everyone, and in turn become nothing to anyone. It's not until we decide, I'm going to do just one thing and become the best in the world at it. And when that business is up and running and profitable and successful without me, I might start a second."

Being an entrepreneur means "there are no road





maps". Which means, you'll have to be connected to yourself, know yourself and really dig deep when you come up against the road blocks.

"A business will never outgrow its founder, so if you have ambitions of a high growth business, you as a person need to be growing faster than that."

"The biggest challenge in business is mustering and manufacturing the emotional fortitude required to survive on a daily basis and thrive in the long term."

UNAPOLOGETICALLY YOU

"We're in a culture that suggests we should be normal and fit in. The problem with that is, nobody does. So you end up with a whole bunch of people trying to be this image and nobody is tapping into their true selves and living off their own internal drivers, values and mission."

"I love when somebody stands up on their own two feet as an individual, when someone taps into themselves and radiates that out into the world to make a difference, to touch people's hearts and lives...To me that's the most spine-tingling soul inspiring thing I can think of."

THE TIME IS NOW

"I believe that entrepreneurship pushes civilisation forward. It's the round pegs in the square holes that don't fit into the traditional path who think: this is what I need to bring to the world and I'm willing to struggle for it, die for it and do whatever it takes."

It's evident Jack is passionate about entrepreneurship and not because it's his profession, it's his way of life. It's about evolving "species and human kind to push what we are doing forward and into greater levels of enlightenment."

"Most people, (myself included in the early years) we sit around and wait for that strike of lightning to come and hit. We wait for God to come and sit down in front of us and for him to say, "Jack this is what you're going to do". That's not how it happens!"

"You search for it. You fight for it. You go through years and years of trial and error and experience - good and bad - blood sweat and tears. Then ultimately you develop enough insight about the world where then you decide, this is why I was put here, this is my purpose, my vision and my mission. When you really congruently decide where you are going, to me that's when you check in [to life] and when things start to happen. We can't just be sitting around waiting on something else".

One of Jack's favourite people on the planet is Oprah and he loves her book, *What I Know For Sure* and as we speak, he's pulling it open. "Can I read you something from it?" Jack asks. "Sure!" I tell him. Page 122, Oprah excerpt.

"Until one day I got it, while I was waiting on god, god was waiting on me. He was waiting on me to make a decision to either pursue the life that was meant for me or to be stifled by the one I was living. I recognise the truth that I am alright just as I am. I am enough all by myself."

I can relate. It's only when we truly decide, who we are and what we want that life delivers. When we do, watch out! "People follow, resources and energy follows; attention follows. It's as much a practical, pragmatic strategy as much as it is a metaphysical one."

After an hour of laughs and meaningful conversation our time dwindles to an end and I ask Jack, what's been the coolest part of his journey so far?

"The most rewarding thing in my journey is seeing people become a version of themselves that they didn't even believe was once possible."

"I'm really tough of myself, as I am the people [his team] around me because I believe we are capable of more than we are demonstrating. I'm happy to push and prod people to a point where they can produce their life's best work. I love my team and my people more than anything."

Jack's new book, Legacy: The Art & Science of Making the World a Better Place is out November 2015.

3 PIECES OF ADVICE FOR START UPS

- 1. Find the hungry crowd.** Be somewhere there is a crowd of people who want to eat. Too often businesses are started as a solution looking for a problem. Whatever you're creating has to be a solution for an existing problem that the consumer is happy to pay for or sign up for - whatever the business model is - and you can provide that. At the centre of everything you do needs to be the customer.
- 2. Know yourself.** You need to know what excites you and how you respond under challenge, what your values are and what sort of path you are going to take. You don't need to know all this tomorrow but continue to put together pieces of the universe; your own heart and your own psychology in order inside of you. If you don't, life is a field that will pull you in all different directions, so know yourself, be that unapologetically know where you're going.
- 3. Seek guidance.** Pursue people who have been there and have the experience. Talk to them and take them for coffee. Do some education programs. Read a bunch of books and research some of the greats in history. You're not going after people to model them or to imitate them. You're going to get some insight, information and inspiration. Then put that through your own filter and values and ask, "how do I apply that to me and my world moving forward".

