The Conscious Entrepreneur in the classroom.
Make a bold Statement
Bold Past Predictions

“If Jacques Habra has his way, having to hold for a customer service rep would be eliminated for good.”

“Researching a company’s products would take minutes and they could be purchased with a few clicks.”

“Within five years, people will use the internet for instant calculations, quotes, and to chat on the fly.”

October 1996
“Web sites are becoming more than just an office novelty, they may replace the telephone... for purchasing of products and finding what you’re looking for.”

“In the next five years, the internet will not only be an established standard, it will function as the fulcrum to how any business conducts business.

April 1997
"The World is quickly evolving into an interconnected sphere and the Internet will help to shape this.

December 1999
Bold Past Predictions

YOUTH ENTREPRENEURSHIP ACADEMY IS NO BAND CAMP:

Three-day event is more like boot camp for would-be entrepreneurs

STEVE SINOVIC
NEWS-PRESS STAFF WRITER

Discussions of entrepreneurship, business and finance may seem out of place and, frankly, of little interest to most teenagers during the dog days of summer.

But then there are young people like Ohan Ankelian, CEO of the Don’s Net Cafe, an actual youth-run enterprise, and one of a dozen Santa Barbara High School students learning the finer points of running a business when some of their peers are winding down their summer vacations.

For Ohan and his fellow students, running a business is not a hobby or something just for adults.

To indulge his appetite for entrepreneurship, he and his student-colleagues are taking part in a three-day Youth Entrepreneurship and Leadership Academy, which wraps up Wednesday at Santa Barbara City College. The program, which is a year-long affair connecting high school and college students to real-world business professionals, is funded by a $60,000 grant from the Small Business Development Center for Santa Barbara County. The program aims to instruct 120 young entrepreneurs between the ages of 14 and 27.

This week, SBDC brought in award-winning Entrepreneurs Jacques Habra and Lorrie Thomas, who taught business concepts and practices using the latest Web-based marketing techniques, such as the finer points of search engine optimization.

“We’re thrilled to have this opportunity to learn from experts,” said Ohan, who will be a senior this fall at SBHS. “They’re giving back so much to us. It’s a real privilege.” He said he liked the visual, hands-on examples imparted by the instructors, and was confident he and the other students would apply some of the techniques to the Don’s Net Cafe, which runs a recycling service, sells coffee beans and offers a free tax-assistance program.

“Increasingly, this is marketing that matters,” said Ohan, of the online approaches to selling products and services.

“These kids are amazing,” added Ms. Thomas, who describes her work as being a “Web marketing therapist.” She said the students were writing business plans, position statements and learning how to use the Web as a powerful marketing tool.

“It’s fun. It’s like three days of drinking from a firehose,” said Ms. Thomas, talking about the intensity and volume of information being offered. “Programs like these are giving them a foundation to succeed in future ventures.”

According to SBDC director Becki Walker, the grant will fund the hiring of 14 business consultants to give students a real-world perspective that complements their education. “These aren’t just lectures,” she said of the Youth Entrepreneurship and Leadership Academy programs. “A great many young people are very interested in having their own businesses. We view this as a wonderful opportunity to introduce a variety of small business ownership elements.

Who knows? We may be incubating a future Internet millionaire,” she said of the original business ideas simmering in the brains of some of the young people.

Whatever product or service they end up developing, Ohan Ankelian said the students have made a goal to emphasize ethics and economics — they call it “ethonomics” — and work on projects with an eye to bettering the planet.

However, good of networking also helps, and the earlier the better. To that end, the fledgling business people are all members of the Santa Barbara Chamber of Commerce.

Jacques Habra, a speaker at the Youth Entrepreneurship Academy at SBCC, instructs business students on how the cost of fuel affects their bottom lines. STEVE MALONE/NEWS-PRESS

January 2006
<table>
<thead>
<tr>
<th>NAME</th>
<th>DATE</th>
<th>WHY IN THIS CLASS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alexander Diaz</td>
<td>1/20/2016</td>
<td>Well rounded, much in terms of marketing</td>
</tr>
<tr>
<td>Brian Dutter</td>
<td>1/20/2016</td>
<td>Internet wasn’t around when I started</td>
</tr>
<tr>
<td>Mikhailova, Anastasilia</td>
<td>1/20/2016</td>
<td>Need it for marketing degree</td>
</tr>
<tr>
<td>Nemerishin, Paul</td>
<td>1/20/2016</td>
<td>Marketing degree</td>
</tr>
<tr>
<td>Nilsson, Anton</td>
<td>1/20/2016</td>
<td>Marketing, self-branding</td>
</tr>
<tr>
<td>Steggemann, Tobias</td>
<td>1/20/2016</td>
<td>Good at creating content. Couldn’t figure out how to publish on social media. New trends on social media</td>
</tr>
<tr>
<td>Wannerstroem, Hanna</td>
<td>1/20/2016</td>
<td>Really interested in marketing. Learn social media, new trends</td>
</tr>
<tr>
<td>van Rooij, Eveline</td>
<td>1/20/2016</td>
<td>Father into online marketing, sales.</td>
</tr>
<tr>
<td>Jangefors, Elin</td>
<td>1/20/2016</td>
<td>Marketing degree</td>
</tr>
<tr>
<td>Ryan, Avery</td>
<td>1/20/2016</td>
<td>Social media - how to reach people through those channels, engagement.</td>
</tr>
<tr>
<td>Hassan Sleiman</td>
<td>1/20/2016</td>
<td>Wants to build an ecommerce platform - not sure if Web site design.</td>
</tr>
<tr>
<td>Batucan (John), Sezer</td>
<td>1/20/2016</td>
<td>Market myself every day. Want to be an actor. How to market myself.</td>
</tr>
</tbody>
</table>
Our Population - Online

**Global Digital Snapshot**

- **Total Population:** 7.210 Billion
- **Active Internet Users:** 3.010 Billion
- **Active Social Media Accounts:** 2.078 Billion
- **Unique Mobile Users:** 3.649 Billion
- **Active Mobile Social Accounts:** 1.685 Billion

**Penetration Rates:**
- Urbanisation: 53%
- Internet Penetration: 42%
- Social Media Penetration: 29%
- Mobile Penetration: 51%
- Mobile Social Penetration: 23%
Old Definition of *Success*

**Conventional definitions of success**

- Lots of money
- Lots of fame
- Lots of power
New Definition of Success

The Conscious Entrepreneur’s Definition

• Happiness
• Confidence
• Integrity
• Health
The Why
"We make great computers. They're user friendly, beautifully designed, and easy to use. Want to buy one?"

"With everything we do, we aim to challenge the status quo. We aim to **think differently**. Our products are user friendly, beautifully designed, and easy to use. We just happen to make great computers. Want to buy one?"
START WITH THE WHY (NOT WITH THE WHAT)
THE WHY IN YOUR STORY?

IT'S THE QUESTION I LOVE THE MOST. "WHY". OUR MOST PRIMITIVE PART OF THE BRAIN - LIMbic SYSTEM RESONATES WITH THE "WHY". IT'S ALL ABOUT MOTIVATION.
The Why

- WHY: motivation
- HOW: process
- WHAT: product
What is Temet Nosce?
Established Assessment Tools

1. Strong Interest Inventory Assessments
2. Myers-Briggs Assessment
What is your Echo?
SelfEcho

- Mobile Therapy’s smartphone app uses surveys, proprietary linguistic analysis, and phone sensors to actively and passively gather information about client’s emotions, behaviors, movements, interpersonal interactions, and more.

- Mobile Therapy’s collection methods, algorithms, and reporting have been guided by some of the world’s leading experts in psychology and experience sampling.

- Data is aggregated, analyzed, and presented to the clinician in insightful and easy to interpret reports.

- Currently available on iOS and Android platforms.
Capacity is Critical
1) Be Present
2) Practice Synchronicity

- Synchronicity is the fifth and final studio album by The Police, released in 1983. The band's most popular release, Synchronicity includes the number one single, "Every Breath You Take."

- A meaningful coincidence.

- "When your thoughts, words, and actions are aligned"  
  – Jacques Habra
The Formula – Know your Self

3) Set Intentions

![Diagram showing the relationship between goal, intention, and action. The goal is the topmost node, with three branches leading down to intentions, which further branch into actions.](image-url)
4) Surround Your Self

Get Feedback from friends, family, and mentors – ask them to give you honest, tough criticism and LISTEN.

Being honest may not get you a lot of friends but it’ll always get you the right ones!
5) Try, Fail, Try again - REFLECT

I've missed more than 9000 shots in my career.
I've lost almost 300 games. 26 times,
I've been trusted to take the game winning shot and missed.
I've failed over and over and over again in my life.
And that is why I succeed.

Michael Jordan
6) Reflect on your Day

- Think about 3 social interactions – analyze them. How did you behave. Look at yourself as if watching a movie.
- Check-in with yourself. Despite what others think – it’s OK to talk to your self. 😊
7) Play to your Strengths

• Keep track of what % of time you spend doing what you’re good at. Increase that %
Consequences of **NOT** Knowing your Self

- You’ll have a capacity problem.
- You’ll for sure have unnecessary conflicts with partners despite communication and intentions.
- You’ll live your life fulfilling other people’s goals for you.
- The worst thing may happen – you will have plenty of money and security; but not be happy or fulfilled.
Benefits of Knowing your Self

- You will know what role you need to play in the organization
- You will spend more time playing on your strengths not your weaknesses
- You will surround yourself with the right management team
- You will live a happier more fulfilling life by discovering your passion and purpose sooner than later.
<table>
<thead>
<tr>
<th><strong>TASK ORIENTED</strong></th>
<th><strong>PEOPLE-ORIENTED</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Make lists based on what you know</td>
<td>• Communicate/hold meeting with people before making decisions or making a plan</td>
</tr>
<tr>
<td>• Take personal action, start getting things done – creating the plan</td>
<td>• Look at the people in your group and figure out who should do what through discussion</td>
</tr>
<tr>
<td>• Set deadlines based on your assessment</td>
<td>• Ask others how long things should take before moving forward</td>
</tr>
<tr>
<td>• You like being in control of the entire process – like to monitor the progress</td>
<td>• How the team is feeling throughout the process is very important to the success</td>
</tr>
<tr>
<td>• You are good with a “need to know basis” type of information sharing</td>
<td>• Everyone should know what everyone else is doing</td>
</tr>
</tbody>
</table>
What kind of person are you?

<table>
<thead>
<tr>
<th>MANAGERS</th>
<th>LEADERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Takes care of where you are</td>
<td>Takes you to a new place</td>
</tr>
<tr>
<td>Deals with complexity</td>
<td>Deals with uncertainty</td>
</tr>
<tr>
<td>Is concerned about finding the facts</td>
<td>Makes Decisions</td>
</tr>
<tr>
<td>Is concerned with doing things right</td>
<td>Is concerned with doing the right thing</td>
</tr>
<tr>
<td>Finds answers and solutions</td>
<td>Formulates the questions and identifies the problems</td>
</tr>
</tbody>
</table>
Pacing is the speed at which we process our experience most efficiently. Some individuals take small chunks of experience and process them quickly (fast-paced) and others take large chunks and process them more slowly (low-paced). These differences in speed are not a reflection of the intelligence of an individual. Pacing does manifest in the fluidity and adaptiveness we demonstrate meeting each other. We can be imprinted to believe that another speed is better than our own natural rhythm, which confuses us. Pacing can negatively affect sleep patterns of persons who sleep together because they hold onto a middle ground rate.
Identifying Your Pace

Each individual has a home base pacing rate that reflects the speed at which they optimally regenerate. We cannot regenerate if individuals around us are going faster or slower.

Pacing Scale

- **Low or Slow (Large Chunk, Slow Cycle)**
- **Open Ended Variable Mid Switchable**
- **High or Fast (Small Chunk, Fast Cycle)**

Number of Individuals

1 35 50 65 100

Pacing differences become felt within 4 to 6 hours through exhaustion (if the other is higher paced) or frustration (if the other is lower paced).
Think of yourself as a computer

University/College is the time to know your

hardware and optimize your software.
How to reach Jacques Habra

TELEPHONE -> 866-745-3555, ext. 101
EMAIL -> jacques@habra.com
INSTAGRAM – JACQUESHABRA
TWITTER: jhabra
LinkedIn ->
    http://www.linkedin.com/in/jacqueshabra

And yes, on Facebook.