

The positive side of a mistake

As an entrepreneur in today's India, one has to take quick decisions. This means that one is bound to commit mistakes... a normal happening in the life of an entrepreneur. Don't be scared of making mistakes. Instead, worry about not learning from them

Yogesh Bansal
New Delhi

It is the passion that drives a person to run his business. And, it is the self belief and business acumen of a person that makes him a successful entrepreneur. As an entrepreneur, one has to take quick decisions and at times he is bound to commit mistakes. This is a very normal happening in the life of an entrepreneur. Mistakes are bound to happen and one should not shy away from mistakes. There are no businesses or human being in the world which have not made mistakes, I believe if there is such a person then he is not human. And, to me, that's the reason the journey of self being business becomes much more interesting. As any entrepreneur will tell you: A mistake can be a very expensive proposition. However, it is believed and felt that success follows failure. On the road to success one certainly stumbles across a few mistakes. What's important and desirable is that the person learns from his mistakes. Besides, helping in the growth of business, this trait also helps an entrepreneur grow professionally. That is why people use the terminology-Experience-for their mistakes. It's a given that the most successful entrepreneurs must have had their fair share of blunders. At first, the mistakes look as a failure and a weakness. But it's important to eventually learn to accept the mistake, analyse why it happened and take the learning from it, and to make sure that it would not be repeated again.

Those who jump onto the entrepreneurial bandwagon, are usually not scared of failure. No entrepreneur thinks of failure while starting his business. If they did, this mindset will become a great hindrance in taking that very important first step, and he never will be able get started on the path towards reaching his goals. In the beginning one usually takes wild chances and once the business gets rolling it is advisable to take calculated risks, without fearing failure. If there is value proposition for the target audience,



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then there is a less chance of failure.

In today's business environment, an entrepreneur has to take vital decisions in minutes based on certain parameters. However, it is wiser to consider failure as just another roadblock encountered along the journey to success. Apart from analyzing the mistakes it is also advisable to talk to some experts in the same domain, who will be able to analyse your actions too and tell you where you went wrong and how you could have done better. You will come across people who will turn you down, but you will also come across others who will extend a helping hand and share the right advice. More so, to be successful one has to have the right ingredient of passion, determination and persistence. The unstoppable people are those with determination and persistence, who act with clarity of intention and passion. To me that's more important than talent or genius. It is attitude that brings one closer to success.

In the end, just be positive, believe in yourself and trust your instincts. Understand this, if out of the 10 decisions you make, 6 or 7 of them turn out to be correct, you are on the right track. Also, it's extremely important to keep the customers and stakeholders in mind while formulating a strategy. Always be innovative and keep on creating value for your customers. It is also important to believe in your team, empower them and always have people on board who are positive, smart and believe in you.

—The writer is Founder & CEO
ApnaCircle.com

