

*Richard Branson*

“Happiness is the secret ingredient for successful businesses. If you have a happy company it will be invincible.”



“Every risk is worth taking as long as it’s for a good cause, and contributes to a good life,,

- VERY Successful Entrepreneur (200+ Businesses in 54 Countries)
- His employees revere him
- His advice is sought after
- He consistently shows he cares
- His companies engender customer loyalty



*Richard Branson*

# Succeeding Through Radical Openness

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- *Highly* successful
- Well regarded
- Openness
- Motivation
- "Cool" Factor



# Succeeding Through Radical Openness

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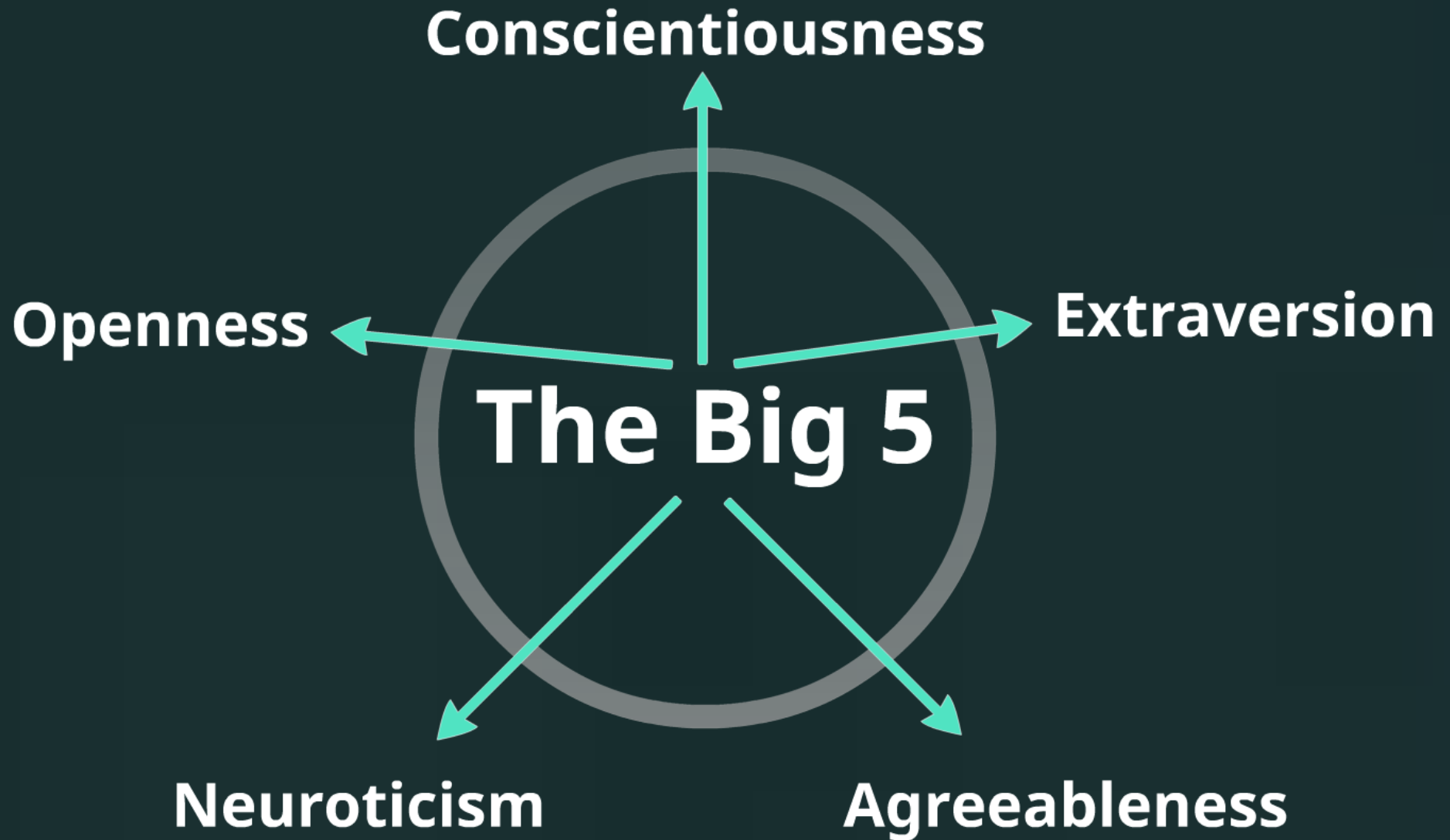
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# Personality Traits and Leadership

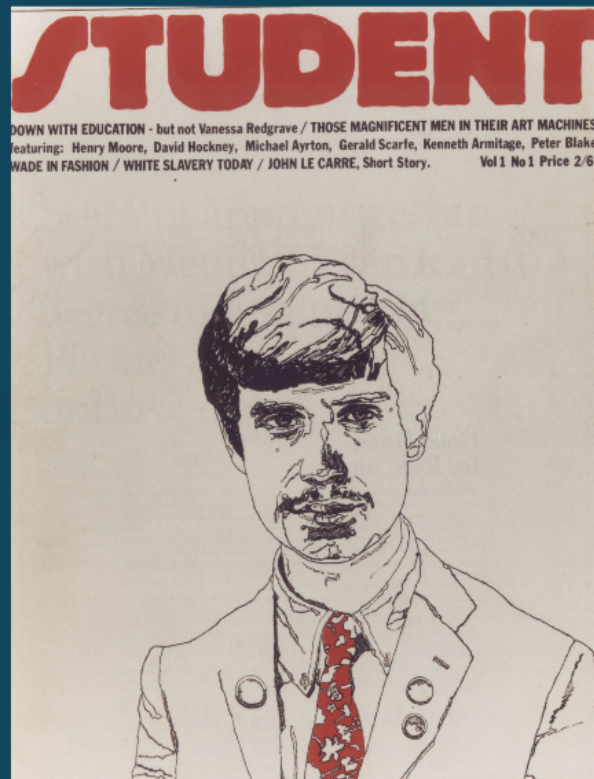


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Launches 2 businesses  
at age 17

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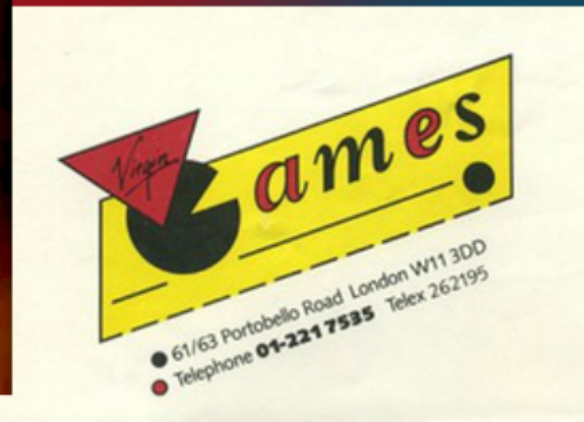


"I predict you will either go to prison, or become a millionaire," -Richard Branson's college principal

THE  
80'S



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# The 90's and New Millennium



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**On moving from Management to Leadership:**

**"I learned early on that if you can run one company, you can run any company... It's about finding the right people, inspiring those people, drawing out the best in people"**

**- Sir Richard Branson**