



# Are You a Renaissance Entrepreneur?

*Renaissance Soul: A person who thrives on a variety of interests and who redefines the accepted meaning of success.*

—Margaret Lobenstine, *The Renaissance Soul*

**Renaissance Entrepreneurs with a compelling strategic vision will remain prosperous and successful in spite of changes in the economy.**

In her book *Renaissance Generation*, Patricia Martin states that we are teetering on the verge of a second renaissance and entering an enlightened age of opportunity. Her intention is to “help people who are now a part of the knowledge economy to recognize and understand the sea change that is occurring in their cities, their communities, and the markets they serve.”

As the economic environment changes at a dramatic pace and traditional business strategies and approaches become ineffective, those focused on reinventing themselves and their businesses will benefit from this shift. But the challenge for entrepreneurs remains that they place an inordinate emphasis on branding and marketing without first establishing a clear vision and focus for their future.

In *The Renaissance Soul*, Margaret Lobenstine describes the personality of a Renaissance Soul as one who continually pursues multiple passions and prefers variety rather than concentrating on just one activity. The fact that Renaissance Souls do not follow a linear path, are in touch with their emotions, and are skilled at multi-tasking, may equip them to thrive in our volatile economy. In a world where adaptability and creativity are fundamental to success, Renaissance Souls may have the necessary skills to become future leaders in business.

Clearly a sea change is occurring, as emerging business leaders are exhibiting many of the characteristics of Renaissance Souls. They have been successful in

harnessing their energy and talents to achieve their vision and become successful Renaissance Entrepreneurs.

Renaissance Entrepreneurs who have created enormously successful ventures include Sir Richard Branson, business magnate and founder of The Virgin Group; Anita Roddick, activist and founder of The Body Shop; and Michael Dell, philanthropist and founder of Dell, Inc.

Some of the key qualities that distinguish highly successful Renaissance Entrepreneurs include:

- They are visionaries with exceptional focus who know how to call future possibilities into being.
- They continually reinvent themselves in order to respond to changing market cycles and economic shifts.
- They are masters at marketing and know how to utilize both dynamic and magnetic manifestation strategies.
- They understand the importance of staying inspired and energized and have mastered being fully engaged in life.

Entrepreneurs who possess the qualities of Renaissance Souls and who can create and actualize a clear, authentic vision for their business and life will emerge as future leaders.

**Find out more about Business Mastery Coaching For Renaissance Entrepreneurs and start capitalizing on your creative genius and manifesting your inspired vision.**



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