



SPEAKERS: Salim Khoja and Stu McLaren

DATE: November 16, 2006

TIME: 10am – 12pm Pacific

The “Power Within” Story

- **Salim Khoja** is the founder/president of **The Power Within** – a leading international provider of leadership and professional development events.
 - It features world leaders and business figures such as Bill Clinton, Sir Richard Branson, Lance Armstrong, Jack Welch, Dr. Phil, etc.
- The basic premise of his new book **A Passion For Life** – if you’re not passionate about what you do, success becomes incredibly difficult
- At the young age of 19, Salim built a conglomerate of individual retail stores to shop collectively; he would negotiate with the suppliers to get them a discount.
 - This venture quickly grew into 200 + stores...was very successful
 - He says this beginning as an entrepreneur was an “accident,” which came out of necessity for his family in difficult financial times

Life Lessons/Advice

- Always dream bigger and aspire to better things; educate yourself – this will ensure your success
- You either move backwards or forward; there is no standing still.
- Be grateful for what you have.
- You have to continually expand your comfort zone. Surround yourself with people who have achieved more and are smarter – they’ll hold you to a higher standard.
- There is no clear, straight road to achieving your goals; sometimes you have to take left hand and right hand turns. As long as you have your eye on the target, you’ll get there.

- Don't give up on the first "no" – look at truly successful people. Anything worthwhile is going to be difficult. (It's less crowded at the top – most people aren't willing to pay the price and they give up too soon)
- The first step is to **make the decision** to achieve success. Then you must be willing to follow through despite doubt and never lose sight of your goal.
- Success takes practice. (pay the price every day...by educating yourself, attending conferences/seminars, reading biographies, listening to programs)
- When you're in a place in life where everything just looks dark, take a step back from the situation and reassess...you might realize that what you had was pretty good...then go at it again.
- In amongst your successes, you have to maintain your humility.
- Regarding building quality relationships: **Cherish the relationship.** (the relationship should be valued beyond whatever money it can bring you...there's no point in having money with no one around you.)
- Biggest mistake while building the Power Within company:
 - Recently, he feels that they got too complacent coming off a strong year...then they did an event that could be described as a "financial disaster." They had to take a step back, then focus on delivering the quality that people expected. They received some of their most positive comments from this event; had to take this as a learning experience and refocus on the future.

The Power Within: Charitable Causes

- There is a large focus within the company on making a difference in the lives of those less fortunate; to "give back."
- They contribute a percentage from every ticket and of revenue from every sale to various charitable organizations.
 - One by One – a Toronto organization that feeds children in Africa
 - Free the Children – Marc and Craig Kielburger's organization
 - Room to Read – founded by John Wood which gets books to kids around the world
 - Nelson Mandela Children's Fund

- The Millenium Promise – a Montreal program that feeds breakfast to kids in the area whose families cannot afford it. (based on idea that if you feed them, they'll be in a position to learn rather than being hungry throughout the day)

What the Future Holds for The Power Within (upcoming events)

- Tony Robbins
 - Ottawa – March 6th
 - Vancouver – March 8th
- Women's program – addresses women's issues – how to overcome them and aspire to bigger and greater things
 - Speakers to include Hilary Swank and Arianna Huffington
- All events listed on **powerwithin.com**

Goals for The Power Within in Upcoming Years

- To do events in at least five countries in 2007
- To have programs delivered in multiple formats – a channel on XM radio, On Demand tv, and publishing