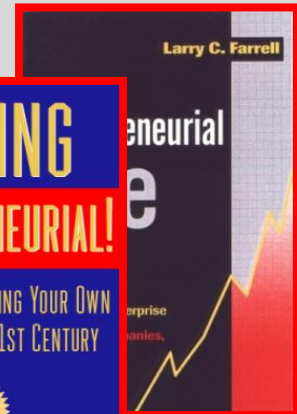
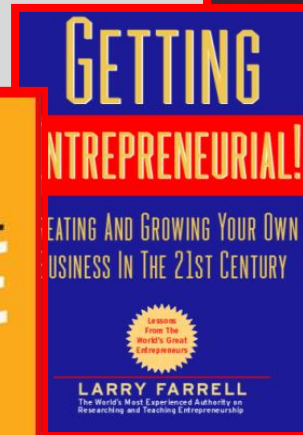
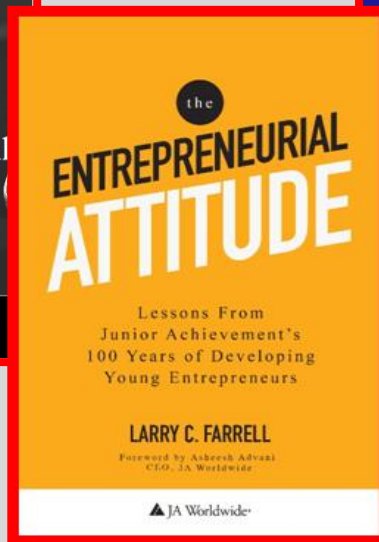
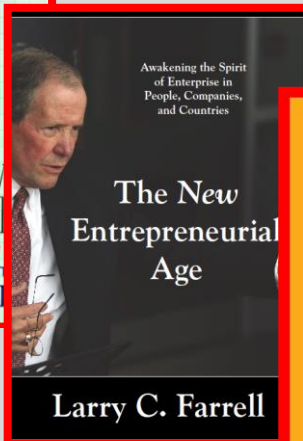
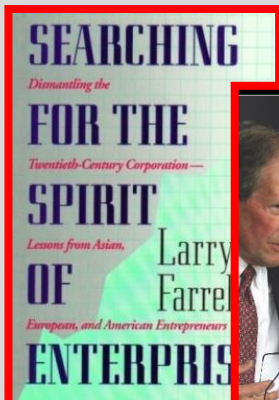


FARRELL ENTREPRENEURSHIP PROGRAMS

***Awakening The Entrepreneurial Spirit
In People, Companies and Countries***



***The Farrell Company
The World's Leading Firm For
Researching And Teaching Entrepreneurship***

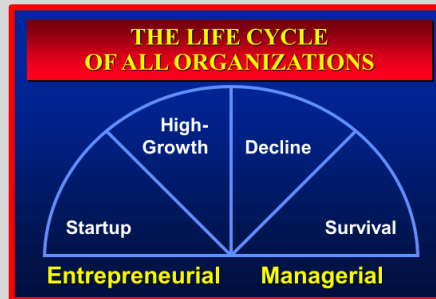
KEYNOTE ADDRESS (business, government and education conferences)

Larry Farrell has taught entrepreneurship to more people, companies and governments than any person in the world. His fast moving **Keynote Address** examines how the power of entrepreneurship can be harnessed by individuals, organizations, and entire countries to compete and prosper in the 21st century. The **Keynote Address** has entertained and challenged audiences all over the world. It's a rapid-fire drill in amazing facts, powerful examples, humorous anecdotes, and thought provoking recommendations to take away.

Welcome to ...
The New Entrepreneurial Age



© 2016 The Farrell Company USA
Larry C. Farrell



THE ENTREPRENEURIAL BASICS



- Sense of Mission
- Customer/Product Vision
- High-Speed Innovation
- Self-Inspired Behavior


**"Awesome presentation, awesome content, awesome stories to back it all up."
International Institute of Business Analysis Annual Conference - 1,400 members - Florida**

**"Larry was the best speaker we've ever had. All our clients are commenting on Larry's excellent performance."
AFS Technologies Client User Conference - 300 clients - Arizona**

THE ENTREPRENEURIAL ORGANIZATION (companies / business associations)

Our **Entrepreneurial Organization** message can be delivered as a **Keynote Address** for company conferences, a half-day **Executive Overview** for boards and senior management or as our most widely used program, the full-day **Entrepreneurial Organization Seminar** for all management teams. The core message is that creating and growing a business is very different from "managing" a business. These sessions offer participants a unique grounding in high-growth entrepreneurial practices – and a roadmap for creating a more entrepreneurial organization. The full day seminar is designed for 25 to 40 managers, with half the day devoted to Application planning. The session has two goals: that participants learn the entrepreneurial basics which propel all high growth enterprise and leave with a plan for instilling those basics in their own departments - and across the organization.

BIG TROUBLE AT BIG BUSINESS



- 33% of the "Excellent" Companies (1982-1984)
- 84% of the 100 Biggest US Companies (1900-2000)
- 70% of the Fortune 500 (1955-2005)
- Family Run Out-Performs "MBA Run" 35% (S&P 500 : 1960-2010)


ENTREPRENEURING VERSUS MANAGING



"Managing is the easy part. Inventing the world's next great product is what's hard"

STEVE JOBS
APPLE COMPUTER, NEXT, PIXAR

CORPORATE ENTREPRENEURSHIP



"... one of my advantages is that I don't have a highly complicated view of business."

RICHARD BRANSON
VIRGIN GROUP

**"Every topic Larry covered in the Entrepreneurial Organization Seminar is critically important to Eli Lily."
Deborah Good, Manager of Strategic Planning, Eli Lilly and Company**

**"Wonderful! Your seminars were a smashing success at all three CII conferences. We want you back soon."
N. Srinivasan, Executive Director, Confederation of Indian Industry**

GETTING ENTREPRENEURIAL! (aspiring entrepreneurs)

70% of students and workers dream of someday running their own business -- to achieve a greater sense of fulfillment in their work and to assure their family's economic prosperity. Our **Getting Entrepreneurial! Seminar** gives participants the secrets of the world's great entrepreneurs, plus the eleven essential application exercises to get them started. The full day seminar is designed for 25 to 50 people, with half the day devoted to Application planning. The session has two goals: that each aspiring entrepreneur will learn the entrepreneurial basics, and will leave the session with his/her own entrepreneurial action plan for starting their own business! On-going start-up assistance, including 30 and 90 day follow-up sessions, are also available.


THE NEW ENTREPRENEURS



- Create Your Own Economic Destiny
- Do What You 'Love'
- The Biggest Risk
- 70% 'Dreaming' Of It
- 3 To 4 Million A Year
- Global Marketplace
- Huge "Niche" Markets
- Start-up \$ Available
- Nobody Can Stop You!


GREAT MYTHS AND SIMPLE TRUTHS

"Risk? What risk? I started Microsoft for just \$700!"



BILL GATES
MICROSOFT

GETTING ENTREPRENEURIAL!



SARAH WALKER -- America's first self-made woman millionaire

- Do Something Great
- The Best Economic Tool Ever Invented
- Don't Do It Just To Get Rich
- Nobody Can Stop You . . . Ever!


"Your presentation was inspiring. Just what I needed to start my own business when I'm discharged in July."
Returning Veteran, Warrior Transition Training Center, Fort Belvoir, Virginia

"Larry Farrell's passion, expertise and support gave my tribal community the insight and courage to move forward with their own start-up business planning and implementation."
Jamie Fullmer, Chairman, Yavapai-Apache Nation

CREATING ENTREPRENEURIAL ECONOMIES (governments)


The driving force of every successful economy in the world is entrepreneurship. The program describes how governments can create more entrepreneurial economies by encouraging, training and supporting large numbers of new entrepreneurs each year. The session details our four phase project approach to spur job creation, business start-ups, and economic development. It concludes with Applications to determine what key actions must be taken to create a self-sustaining and job creating entrepreneurial economy.

THE LIFE CYCLE OF COUNTRIES



- Why The Poor Get Rich
- Why The Rich Get Poor
- Why Some Poor Stay Poor Forever

CREATING AN ENTREPRENEURIAL ECONOMY



K.T. LI
The "father" of Taiwan's economic miracle.

- Create And Honor The Entrepreneurs
- Align Job/Baby Ratio
- Government's Job - Make People Rich
- Big Investments In Small Businesses
- Educate In Future Products / Services

BECAUSE IT'S A BARGAIN!

"We created a NYC venture capital fund — a great investment for the city."

Average Startup Cost	\$14K
A Year on Welfare	\$25K
A Year at Harvard	\$35K
A Year in Prison	\$45K

CHARLES MILLARD
ECONOMIC DEVELOPMENT CORP.
CITY OF NEW YORK

"Your keynote on entrepreneurial economies was mesmerizing! Every delegation wants you back!"
Africa Partnership For Economic Development, Mauritius

"I love what we've just heard from Mr. Farrell on making Memphis a more entrepreneurial city. I want to see on my desk, in 30 days, a plan to implement his ideas across the city."
A. C. Wharton, Jr., Mayor, City of Memphis, Tennessee

THE ENTREPRENEURIAL UNIVERSITY (educational organizations)

The best practices of the top university entrepreneurship programs in the world are presented and discussed. Based on this review, the university executive and academic team develop an action plan to raise the profile, quality and end results of their own entrepreneurship curriculum and program. A half-day teaching demonstration of our *Getting Entrepreneurial! Seminar*, for the faculty and select students, concludes the day.

Welcome to ... Creating The Entrepreneurial University



© 2016 The Farrell Company USA
Larry C. Farrell


EXAMPLES -- TOP RANKED ENTREPRENEURSHIP PROGRAMS

- MIT
- UC Berkeley
- Cambridge (UK)
- Babson
- Wharton
- Jilin (China)
- USIL (Peru)

"Graduates from engineering, bio-tech, computer science and even fashion design -- are three times more likely to start their own business than the MBA graduates."

AN MACMILLAN
WHARTON BUSINESS SCHOOL
UNIVERSITY OF PENNSYLVANIA

THE ENTREPRENEURIAL UNIVERSITY



- Entrepreneur Friendly Culture (non-MBA!)
- Lot Of Knowledge (on products/services the world needs)
- Bit Of money (\$14,000 average!)
- Student Start-ups
- On-going Support

"The most successful faculty and student seminar the University has ever hosted."
University of Asia and the Pacific, Manila, Philippines

"The global entrepreneurship revolution has great economic and social potential. But it needs practical wisdom. For 30 years, Larry has provided that wisdom to universities, businesses and governments around the world."
Dr. Peter Heslam, Director, Enterprise Solutions to Poverty Project, Cambridge University

IT'S TOUGH TO GET THE EXPERTS TO AGREE ON ANYTHING. HERE'S SOMETHING DRUCKER, PETERS, BLANCHARD AND A HOST OF OTHER LEADERS AROUND THE WORLD DO AGREE ON!



**"Bigger is better turned out to be another 20th century myth. Larry Farrell has eloquently described why."
Peter Drucker, the 20th Century's Greatest Management Thinker**



**"If you want to learn about international entrepreneurship, Larry Farrell is your man."
Tom Peters, the World's All-Time Best Selling Business Author**



**"Larry Farrell takes the reader straight to the entrepreneurial basics that propel all high-growth companies and does it on a global scale."
Ken Blanchard, *The One Minute Manager***

**"Larry Farrell's enthusiasm, grounded in years of working with entrepreneurs, will inspire anyone who has ever dreamed of creating a business, as well as corporate CEOs looking to instill an entrepreneurial spirit across their companies and even government leaders hoping to jump-start economic development."
Matthew Budman, Editor-in-Chief, *The Conference Board Review*, New York**

**"Farrell's got the hottest topic of the year. We've built our entire conference around it."
Kim Gantz, CEO Symposiums, *Business Week***

**"No one captures the spirit and passion of the entrepreneur like Larry Farrell! He provides the road map, the wisdom, the vision and the motivation for all of us to act on our entrepreneurial dreams."
Howard Jung, Chairman of the Board, Ace Hardware**

**"Farrell's message changed the way we do business. It changed our lives!"
Franco Calandra, President Rockwell International, Brazil**

**"Larry Farrell is a most unusual American. He has the perfect entrepreneurial message for French companies and he presents it with a truly international touch."
Hervé Hannebicque, Senior Vice President, Thomson /RCA, France**

**"Thank you for the incredible seminar! Insights shared were truly inspiring with very practical guidelines for application. Your presentation charmed the audience and added tremendous value to our business and our life."
Nicholas Yim, Group Senior Vice President, Sino Group, Hong Kong**

**"The project objectives were achieved, especially the need for individuals to have an entrepreneurial mindset. Your lectures inspired all our participants. A much needed discussion to move the Ghanaian economy forward."
Mawuena Trebarh, CEO, Ghana Investment Promotion Center, Republic of Ghana**

**"Larry helps ordinary people do extraordinary things. We're delighted to have him partnering with us."
Terri Scott, Managing Director, Invest Northern Ireland, Government of UK & NI**

**"It was like an on-rushing freight train. Larry Farrell gave an overwhelming keynote on the role of government in entrepreneur development."
Nora Chang Wang, Commissioner, Department of Employment, City of New York**

**"Your presentation and master class on Entrepreneurship inspired everyone! We've already had several discussions about your program and want you back as soon as possible"
Marut Bisht, Office of the Vice Chancellor, Amity Education Group, India**

**"We are charged with promoting entrepreneurship throughout the country. When I heard Larry Farrell speak, I knew I had to bring him to KL to teach my staff what entrepreneurship is really all about."
Hon. Mustafa Mohamed, Minister of Higher Education, Malaysia**

**"Larry Farrell's books and ideas on entrepreneurship are very popular in China. Since 2004 we've had a productive collaboration and our joint venture business is producing good results for our clients."
Dr. Zheng Li, Vice Dean, School of Economics, Jilin University, China**

**"I'm glad to tell you . . . Farrell's book was a source of inspiration."
Charles G. Burck, Board of Editors, *Fortune***

LARRY C. FARRELL

The World's Leading Authority On Researching And Teaching Entrepreneurship

Larry is the Founder and Chairman of The Farrell Company, the world's leading firm for researching and teaching entrepreneurship. He founded the firm in 1983 to do ground-breaking research into the high-growth business practices of the world's great entrepreneurs. Today, with Affiliates in North America, Asia, Europe, South America and Africa, over **six million people**, in forty countries, across nine languages, have attended the company's programs. Over the past three decades, Larry has personally taught entrepreneurship to more individuals, companies, and governments than any person in the world.

His work has received praise from **Peter Drucker, Tom Peters, Fortune, Business Week, The Conference Board**, and more. His books have received critical acclaim and are translated into numerous languages. The firm provides: **The Entrepreneurial Age** keynotes for conferences, **The Entrepreneurial Organization** seminars for companies, **Getting Entrepreneurial!** seminars for individuals. **The Entrepreneurial University** for education institutions and **Creating Entrepreneurial Economies** for governments. Clients range from blue-chip global companies, to world-class universities, to government agencies responsible for economic development.



Larry has a diverse background: **Peace Corps Volunteer, Harvard Business School**, University of California Law School, Vice President of American Express in New York and President of Kepner-Tregoe in Princeton, NJ. He has been a Contributing Editor for **The Conference Board Review** in New York, a columnist for **Entrepreneur Magazine** in India, and is an Advisory Board member to **Cambridge University's Enterprise Solutions to Poverty** project in the UK.

YOU WILL BE IN GOOD COMPANY

A Sampling Of Our Corporate, University And Government Clients Around The World

Corporate clients include: IBM... American Express... Business Week... Citibank... Cisco Systems... DHL... Singapore Technologies... Glaxo... Carvajal... Matsushita... Henkel... Banco Itau... Hertz... Finnair... Thomson/RCA... Honda... Pattison Group... Coca Cola... Unilever... Association for Corporate Growth... Philippine Airlines... Confederation of Indian Industry... Malaysian Mining Corporation... Bass Brewery... San Miguel... Turkcell... Credit Union Executives Society... Toyota... Nabisco... Thales... Bank of Iceland... Infosys... ENAP de Chile... British Institute of Management... Johnson Controls... Avon... Banca Comerciala Romana... Singapore Telecom... South Africa Personnel Association... Mead Johnson... Varig Airlines... Hong Kong Railway... Dow Corning... Bangalore Chamber Of Commerce... Sino Group... Nu Skin Asia... JG Summit... Sanofi-Aventis... Hong Kong Management Association... Int'l. Institute Of Business Analysis... Xerox...

University & education clients include: Cambridge, UK... Caltech, US... Jilin, China... KIBS, India... IT Sligo, Ireland... Ateneo, Philippines... Central Michigan, US... Trinity Western, Canada... Laureate, US... San Ignacio De Loyola, Peru... Oklahoma City University, US... Ministry Of Higher Education, Malaysia... Junior Achievement... (JA, the world's largest educational organization, is teaching entrepreneurship to hundreds of thousands of young students around the world, every year, with our licensed programs!)

Government clients include: City of New York... Estonia Ministry of Economy... Singapore Ministry of Trade... Brazil Small Business Adm... South Africa, KZN Province... Invest Northern Ireland... Malaysia Ministry of Entrepreneur Development... European Union Development Fund (Romania)... UN Secretariat for Enterprise Development... China Vocational Education Association... Yavapai-Apache Nation... Warrior Transition Project... Organization for Economic Cooperation and Development (OECD)... Africa Partnership For Economic Development... China Forum On The Global Entrepreneurial Economy... 2016 Global Entrepreneurship Summit...

CONTACT US FOR MORE INFORMATION OR TO SCHEDULE YOUR SESSION

The Farrell Company • Staunton, Virginia, USA • Oak Creek Valley, Arizona, USA
1 (540) 414-4909 • LFarrell@TheFarrellCompany.org • www.TheSpiritOfEnterprise.com

United States • Canada • Ireland • Germany • United Kingdom • Romania • Finland • France
Australia • China • India • Singapore • Malaysia • Philippines • Brazil • Colombia • Peru • South Africa