



Entrepreneurial Schizophrenia[®]

*Living with creativity, purpose and passion
- without going crazy!*

by Daniel Comp & Angelina Musik-Comp

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Entrepreneurial Schizophrenia®

About the Author, Daniel Comp

I was born in Cleveland, Ohio, May 16, 1955. I've never known my genetic father. My teenage mother struggled as a single parent. I suspect my childhood was the impetus of my creativity - a solution for days of nothing to do. No siblings, no pets, I remember laying on the floor of my grandmother's kitchen with Lincoln Logs and an Etch-a-Sketch - exploring.

My school years seemed to be a series of experimental physics and chemistry explosions, and the usual emotional rejections, as I was curious about science and girls. I sat in the front row of most of my classes, and volunteered for any and all artistic and creative opportunities.

During Vietnam, I studied Nuclear Power and Communications with the U.S. Navy. I greatly expanded my thirst for adventure by seeing the world from a deck of a ship - where the land was always just over the horizon!

In my twenties I struggled with a sense of purpose, direction and meaning. A simple prayer and a tragic fall from a glacier became a 'life-changing' experience. I learned what being a quadriplegic was about - and that miraculous healing could be really 'up-close and personal'.

I've had a thirst for learning as long as I can remember. I've learned character from dead people, in hundreds of books, and dozens of symphonies. I've learned from compassionate mentors to follow my 'knower'. I've learned that there's a time to listen, to speak, to duck, to stop, to turn and to slow down - and above all, to be patient ALL the time.

Through a lifetime of learning, ***I've found that we are more than our accumulation of knowledge. We are rich with experience, and plagued by our fears. We're often immobilized in life, hardly knowing our capabilities, and we are each our best challenge.***

For three decades I've been an entrepreneur. As a building designer and contractor, my crews created ten of million dollars of projects in the built-environment. I've been a contributing foot soldier of the web since '97 with



Intelligent Network™ and with Angelina Musik's two-time SBA award winning MOMtrepreneurs™. I've created tools in use by hundreds of entrepreneurs, start-ups and giants like UPS, RiteAid, Starbucks and Microsoft, but none of it comes close to the joy I get being with David and Carissa, my kids, now grown and accomplished artists and athletes. They above all things are the 'reward'.

I'm an outdoor fanatic for windsurfing, kiteboarding, snowboarding, trans-America cycling, glider soaring, and any opportunity to play with my kids.

To summarize; my life has been a series of 'best efforts' in honoring God through creativity, investing in other people's dreams, creating memories with loved ones, and being aware that each moment is an opportunity to 'Make a Difference' for someone, somewhere.

I hope Entrepreneurial Schizophrenia® will do that for you. Thanks for reading the book. I encourage you to participate in a workshop where you'll meet other cases like you, yourself and your boss! ***All of us look forward to meeting all of you.***

Daniel Comp

A large, stylized graphic of the numbers 1, 2, and 3 in a dark grey color. The numbers are overlapping and have a slightly irregular, hand-drawn appearance. The '1' is at the top, the '2' is in the middle, and the '3' is at the bottom. They are positioned on the left side of the page, partially overlapping the text area.

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CHAPTER 1 - PART 12

Your Memory IS the Reward

They say that at death, or in near death experiences, your life 'flashes' before you. Well, if that is so, I'm planning on God making the popcorn and sitting back with me to enjoy the feature length film!

Let me assure you, it's gonna take several hours to get through my pile of memories!

How about you? Bullet point some of the key moments, life experiences and unforgettable rewards you've had.

I've had a bunch of experiences in my lifetime that really drive home the point the our 'memory' may be the entire reward we're going to get in life and business.

I once got a book when my children were young called "Making Memories". It's filled with creative ideas that hardly cost of thing to do. I learned that I could actually build wonderful memories *in* my children, and also *with* my children and spouse and partner.

I remember snowboarding, waist deep in powder, with my son David, and laughing till we cried while joking around cooking out of our VW bus on a windsurfing safari. I recall carrying my daughter back from the pool wrapped in a beach towel, rubbing wet noses together, and now I see her all grown up as the top Woman Pro Snowboarder in Colorado. In a twinkle of my eye, I'm sitting in the backyard with my kids reading books by moonlight while laying on the trampoline, or banging nails into what would become their bedrooms, or digging in the garden and exploring the inside of worms or roly-polly bugs while mixing up some 'flower soup'.

I have thousands of memories that are absolutely phenomenal. I wouldn't trade them for anything - not a stack of awards, a big house, or cars, or a fat bank account, or even for recognition and fame.

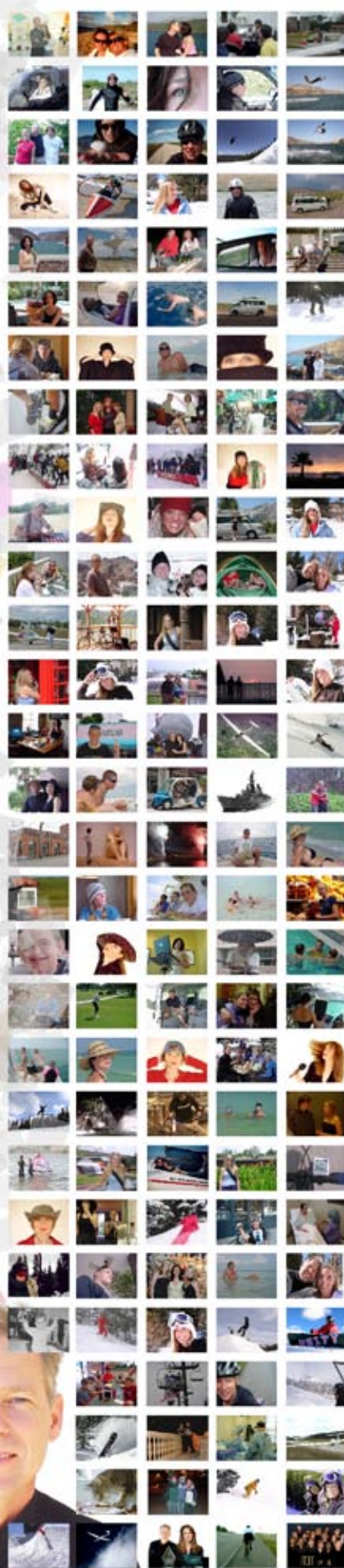
Small Business IS personal

I would suggest that making memories is incredibly important for you to add to your life. Not just as a consequence of being in the same room, but actually as part of the goals of your business. You turn a late night working alone into the kids taping on calculators and actually helping Dad out while eating pizza and telling jokes. It might be fun for them to snuggle in their sleeping bags in the corner of the job trailer. Whatever that event might be, you can be creative and build a memory with it.

One of the saddest experiences that I can recall about memories came when I worked in a geriatric facility. I saw people in drug induced stupors, slouching in wheelchairs, babbling about events they had been through - events that were shallow or empty or filled with bitterness and frustration. Some of these people had PHDs and financial fortunes, but they couldn't enjoy them. Instead they relived moments from their life that they had saved up by accident or circumstance.

If that's what we enter eternity with, that would be so sad. It would be a dungeon or prison - an eternal sentence to hell to deal with memories that are so disappointing and lacking in joy and richness.

I would suggest that we can become conscious of the memories we are making, while practicing the skills needed to do a better job. We can do this for free - even when our days are filled with the challenges of bootstrapping a start-up business, or the demands of managing employees, taxes and production.



Let's say you agree with me about consciously creating a memory archive. What would it look like? Draw some thumbnails with ideas you'd like to see in your vault.

Small Business IS personal

CHAPTER 1 - PART 13

The 'dash' Between Birth-Death

During my first Trans-America ride from Seattle to New York City, I found that the further east I got, the more frequent I passed graveyards. I noticed that the number of people in each town was dwarfed by the gravestone count. There might be one to three hundred people living and thousands in the graveyard.

"You're going to be dead a LOT longer than alive. You really NEED to have long range goals!"



Zig Ziggler



Your busyness will define your life, but your life should be more than your busyness. Don't 'dash off' without direction or consideration.

The first step in goal setting is to write down where you want to end up. You can't get somewhere or create something without defining it.

I began reading gravestones. What I noticed really struck me. I expected a brief legacy. I simply found a -dash- between the date of birth and the date of death.

(see headstone/marker)

Imagine that all someone has to say about you is that you were born -- *you dashed* -- and died. How sad!

Small Business IS personal

Time for some action. Think about this...

What do you want written on your gravestone? Don't settle for it just being a dash. Think of some things that people are going to remember about you. Consider stuff that you're passionate about. What is it about you that lights up a smile in other people? If your friends, family, clients, suppliers and neighbors only remember you for running around your whole life, you may end up with a gravestone that says born *-dashed-* died. Wouldn't that be really sad?

Get out your Crayolas. Write something about yourself. Fill in the blank headstone:



Small Business IS personal

CHAPTER 1 - PART 14

When it's NOT Personal

There's very few things in life that are absolutes and it's the same with small business being personal. There are times when small business is absolutely *not* personal and I want to talk about some of those.

Times when small business is *not* personal is when it comes to things like jury or military duty, or when the government or an entity has jurisdiction over you.

Example: A tax audit is *not* personal, its business. They're not picking on you as a person. They're not saying; "Mr. Jones we got an axe to grind, and you look like the perfect victim for our injustice." No, you happen to have some numbers that popped up, just like winning the lottery, and therefore you can look at it as if 'you get another shot at perfecting your character'.

It's the same with getting a parking ticket. The police aren't picking on you personally. They didn't follow YOU all day. Your vehicle is just in the wrong spot.

It's the same thing with winning contracts or projects or awards. You might have the most incredible credentials or qualifications in the world - a whole wall full of diplomas, accolades and recognition - and still not get the job or the recommendation or the recognition.

You have to understand that there are factors which are outside of your 'head' - that you don't control and



List three things that 'set you off - get you really ticked - make you burn.

What's common about them?

What would they look like as a symbol or a cartoon? Take notes and show me, will ya?

Small Business IS *personal*

CHAPTER 1 - PART 16

A principle is a point of probability on a subject, or an underlying spirit which allows for the formation of a rule or law. Principles form the basis for ethics, which are adopted by society as moral guidelines.

What are your top five Principles?

A Legacy of Principles

I strongly believe business is personal - very personal. I believe this because throughout my 30 years as an entrepreneur with businesses that have succeeded financially and have failed miserably, the greatest joy I have found is to see my business practices passed on to my children. In other words, to get a Father's Day card from my grown daughter Carissa that says; "Dad I absolutely love you because you passed on the principal of perseverance - of not giving up - of not quitting." And from my son David, "Pop, you're inspiring. I'm proud to be your son. Keep peddling."

They've watched me in succeed, fail and flounder in business, and yet, without preaching I've imparted wisdom and faith in them that living by principles will prove trustworthy. This has returned one of the greatest rewards a parent can know - children with strong character.

We know that most businesses fail, or rather, that the founders quit rather than endure further hardship, because confidence in the vision, and faith in success has worn thin. If you believe that, success or fail, your business practices will be absorbed by those in your sphere of influence, then how



Small Business IS personal

much more would you press on? It seems to me that the greater joy is not in the growth of the business but in the knowledge that your practices **will** be incorporated, and are part of your legacy that you leave to those around you. This is a pretty good reason to practice great ethics and follow good morals, sticking with principles - like 'perseverance' throughout your life, especially in areas where something may be morally accepted by the culture around you, but it challenges your personal ethics. Stick to the principle.

John Ruskin said; *"the highest reward for a person's toil is not what they get for it, but what they become by it"* Another phrase I love is that; *"becoming a millionaire doesn't make you great; it makes you more what you already are."*

I propose therefore that the greatest reward for owning, operating and taking the risk for a venture is not the millions you might make, but what the journey will make of you - and in so doing will enrich your legacy.

As I said, I believe ***small business is personal.***

What are your top five Principles?



Business vs. Busyness



The first time someone asked Ed Boyer if he could take a patient

with a rare disease to a specialized hospital in the tiny, single-engine plane owned by his Virginia flying club, he thought nothing of it. It was only after flying several patients—often children whose families could not afford a regular flight—that he began to see a need. So in 1972, Boyer founded Mercy Medical Airlift, the nation's first medical-air-transportation charity.

More than 7,500 volunteer pilots flew more than 25,000 patients in 2007 alone. Boyer has stopped flying patients to devote himself to the larger picture. "I realized this wasn't going to become a national system with me flying them one at a time," he says. "Somebody had to put the thing together."

—Joe Treen for AARP

—Photo by Nigel Parry

tion, but your emotional dashboard, with its blaring red lights will scare you into another direction. Your emotions might scream at you to get you to freeze the growth of your company, warning that you'll never find qualified people; *"The babies can't fly worth a darn. How are they ever going to get along without me? I'll just do it myself!"*

I had a client that actually chose to regress business back to a smaller scale where he did it all, simply because he couldn't imagine letting others try to do what only he could do right. His company had all kinds of internal struggles because people wanted to expand, and get paid more, and grow sales and production, but he kept sabotaging their efforts. Eventually his demotivated staff left. He replaced some of them with part-time people. How sad.

Here's the Schizophrenia:

Maybe you're the kind of person that works well alone. Maybe you're a writer, an inventor or you have a system that works for you. In your case, don't listen to your inner voice - or me at this moment - we'll just confuse things (or not). Sometimes we need quiet, order and peace to be creative, but, we should also consider turning our creations over to others as Ed Boyer has (sidebar).

So you might be Jesus Jr. , and here-in is the rub: both of you get to decide! Consider your internal stresses and external demands from both view points - the chaotic growing side, and the uncomfortably quiet, and often, empty nest side. Isn't this great? Here's a chance to take your boss out for a sit-down talkin-to lunch!

Business vs. Busyness

CHAPTER 3 - PART 8



When to Jump and when to Bail

How do you know if it's time to jump ship or time to keep bailing? If your ship is going down, you can see signs. Sometimes they're obvious. Sometimes they're subtle, or worse, they may be hidden by your partner.

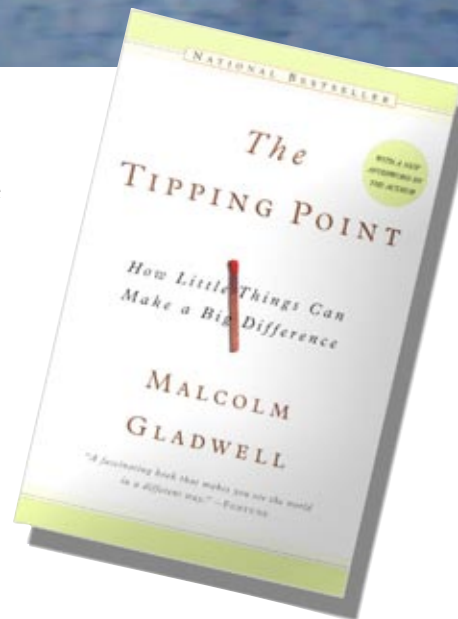
Sometimes, things are just not going to pan out. No matter how much money you throw at it, and no matter how many hours you burn the candle on both ends, some things are going down - and it's rarely the fault of the primary contributor! That's a tough part.

On the other hand, it takes time to see results, and it might take decades. The good news? Read 'The Tipping Point' by Malcolm Gladwell and you'll understand that social epidemics, enduring successes and even businesses can change dramatically in a blink. Very small factors make things magically happen.

The issues of determination or foolishness are rarely clear. What I mean is that every blasted thing about small business innovation becomes so tangled with life and responsibility and the demands to "get a real job", that it literally is futile to sort them out alone. I mean it!

How do you determine when it's time to get out? You don't. YOU don't. YOU (as in: your Boss & you) do not figure it out. But, you DO decide. "What?"

Your mind, the accounting, the courts, your spouse



Innovators and Early adopters are visionaries. They are willing to take enormous risks. The Early Majority by contrast are concerned with fitting change into their systems. Risk to them is negative. The two beliefs are fundamentally incompatible, yet, all it takes for an innovation to jump the chasm is a small 'aha'.

Business vs. Busyness

Collect this:

Stew on this:

Listen for this:

Act on this:



Philippians 3:13-15:

Brethren, I do not count myself to have apprehended; but one thing I do, forgetting those things which are behind and reaching forward to those things which are ahead, I press toward the goal for the prize of the upward call of God in Christ Jesus. Therefore let us, as many as are mature, have this mind.

will all have a say in it - BUT, only you will know for sure. Hint: you wake up and the joy is gone. Clue: you realize that YOU are being stupid. Red flag: I AM tells YOU to move on. Now you're getting somewhere.

Consider Lot's example from Genesis 19. Imagine the decision he had to make to leave Sodom. He had a good business. He had possessions. He had respect, security and a history. It was all about to be vaporized - and the Angels literally had to pull him out. Here's how a commentator tells it:

"Having witnessed Sodom's depravity, the angels advised Lot to take his entire family out of the city. "For we will destroy this place". (v13)

Though Lot tried to convince them, his sons-in-law thought he was joking and refused to leave. Although he had seen the perversions first-hand, Lot failed to grasp the urgency of his situation, and the angels literally had to pull him, his wife and two daughters out of the city by hand!" (v16)

The decision can be life changing, and the rest is just footwork. The danger? Looking back with doubt.

What do I do? How do I decide? I ask mentors and people I trust to give me an impartial point-of-view. I ask authorities. I look to the internet, I get involved in seeing things from as many points-of-view as I can. Then....

I expect guidance. I ask for it. I go away into solitude. I ride for a week, a month, a summer. I climb a hill, mow the yard, and I do it until there's silence. Then, I listen as if my life depended on it, and I follow what I hear, perceive or feel. I write it down or sketch it out. Most importantly: I act on it - and I don't look back.

Simple. I collect, stew, listen and act.

Business vs. Busyness

CHAPTER 3 - PART 9

Don't just TALK about ACTION

Here is a really good one to learn: don't just talk about taking massive action - do it! Nike is right about this. Sometimes you have to *take* massive action, not just blab. What I mean by this is that we can get into situations; to meet a sales quota, to relieve a debt, or to jump a marketing chasm, when there's no substitute for action.

Jim Rohn jokes about it this way:

"Life asks us to make measurable progress in a reasonable time. That's why they make those fourth grade chairs so small."

Talking and planning action is fine, but taking action is better. Do this with me. Close your eyes and...

- 1) imagine *talking* about riding a bike.
- 2) imagine *RIDING* a bike.
- 3) actually ride your bike.

Which gets the best results? The real thing, of course.

Here's a personal example: I was developing a marketing distribution network for LCI International. In order to have an object lesson to share with about 1500 distributors at a regional conference, I needed to actually do something that would inspire and motivate, while teaching a particular lesson about taking action. What I did was put two dollars in pennies in my pocket, which is pretty heavy, you can imagine. I decided not to arrive at the conference with any pennies in my pocket. In order



Task 1:

Task 2:

Task 3:

Business vs. Busyness

CHAPTER 3 - PART 10

A Barrel of Bricks

Dear Sir; I'm writing in response to your request for additional information in block 3 of the accident reporting form. I put poor planning as a cause my accident. You asked for a fuller explanation, and I trust the following details will be sufficient.

I'm a brick layer by trade. On the day of the accident, I was working alone on the roof of a six story building. When I had completed my work, I had some bricks left over, which when weighed later, were found to weigh 240 pounds.

Rather than carry the bricks down by hand, I decided to lower them in the barrel by use of the pulley which was attached to the side of the building at the sixth floor.

Securing the rope at ground-level, I went up to the roof, swung the barrel out and loaded the bricks into it.

Then, I went down and untied the rope, holding it tightly to ensure a slow decent of the load of 240 pounds of bricks. You will note in the accident reporting form that my weight is 135 pounds.

Do to my surprise of being jerked off the ground so suddenly, I lost my presence of mind, and forgot to let go of the rope. Needless to say, I proceeded at a rapid rate up the side of the building. In the vicinity of the third floor, I met the barrel which was descending at an equally impressive speed.

This explains the fractured skull, minor abrasions and a broken collar bone as listed in section 3 of the accident reporting form. Slowed only slightly, I continued my rapid ascent, not stopping until the fingers of my right hand were two knuckles deep into the pulley which I mentioned in paragraph 2 of this correspondence.

Fortunately, by this time I had regained my presence of mind,

Business vs. Busyness

and was able hold tightly to the rope en spite of the excruciating pain I was beginning to experience. At approximately the same time, the barrel of bricks hit the ground and the bottom fell out of the barrel.

Now, devoid of the weight of the bricks, the barrel weighed approximately fifty pounds. I refer you again to my weight. As you might imagine, I began a rapid decent down the side of the building.

In the vicinity of the third floor, well, I met the barrel coming up. This accounts for the two fractured ankles, broken tooth and the severe lacerations to my legs and lower body.

Here, my luck began to change slightly, because my encounter with the barrel seemed to slow me enough to lessen my injury when I fell into the pile of bricks, and fortunately, only three vertebrae were cracked.

I am sorry to report however, as I lay there on the pile of bricks, in pain, unable to move, and watching that empty barrel six stories above me, I lost my composure and my presence of mind, and I, I let go of the rope!

This is an exaggerated presentation to bring across a point that no matter how busy at business we may be, there's time for humor, and, there's the option to REmind ourself that 'it could be worse'.

I close the chapter.

How could it be worse?

