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Dale Beaumont

shares his secrets to success and why
business is about more than the money

DALE BEAUMONT

Entrepreneur. Author.
Business Guru. shares his
secrets to success and Y
business is about more
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Dedication, determination, resilience. They're all defining attributes that Dale Beaumont developed from a young age as a junior elite gymnast. And they're attributes that have also helped him to become the leader of one of the most successful business education empires in Australia.

But as Dale says achieving in the sporting arena is much the same as achieving in business. "Through sport I learned about the importance of discipline and hard work, why you need to excel at the fundamentals, and how to motivate yourself when you're feeling down. All these things you need to have within you for business success," he said. It's a simple philosophy, but one which helps him achieve his purpose. "I have arms, legs and a mind for a reason. If I'm not using them to their full extent then I'm being wasteful," he said.

Achieving success in sport also opened his eyes to the importance of having a coach, someone wiser and more experienced to lead the way. Someone who had the potential to drive you to achieving more than you could on your own. "When I did go out into the workforce I felt like my creativity and desire to achieve was squashed because someone else was calling the shots. I knew early on that for me the solution was to take matters into my own hands and become my own boss, and because I knew the importance of having a coach, I went out into the world and soaked up information like a sponge," he said.

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Michael Rowland, Brian Tracy, Zig Ziglar, Dr John Demartini, Brad Sugars and Robert Kiyosaki were among the first of Dale's early mentors and helped shape the businessman he is today. "The best part is, I never stop learning. I'm always reading from a variety of sources to better myself and my business," he said.

Dale's CV is impressive, his accomplishments are those of someone twice his age. What motivates Dale to continually reinvent and innovate is an inner determination that he practices in all areas of his life. "I think it's ingrained in my DNA to always want to do more and achieve more. The biggest thrill I get from working with other businesses is helping them to discover more

for themselves too," he said. "I've worked with business owners who after increasing profits for their company apply those same principals to losing 20 kilo's or getting their marriage back on track. I love the flow on effect that by simply making some changes to a person's business you can help them change their whole world," he said.

Dale's first foray into business at the tender age of 19 was with Tomorrows Youth, which runs educational and self-development programs for 13 to 21 year olds across five countries. 27,000 young people have been impacted by this life-changing program as they learn valuable life skills such as goal setting, communication skills, leadership, time management skills, how to manage money, team building, career skills, creativity and innovation. The success of Tomorrows Youth is something that Dale credits as one of his greatest achievements, "I'm so proud of what we achieved and I still get calls now from graduates of the program to update me on how their life has turned around," he said.

In 2004, Dale co-created public relations agency, KAPOW Media. Taking his own advice, he became a sought-after guest on many of Australia's leading television and radio programs and has contributed articles to many of the country's best respected business magazines. He's now widely recognised as





an expert for those that want to “build profile” fast and become a micro-celebrity in their field. These early ventures paved the way for the success and recognition that Dale enjoys today. To date, Dale has authored 16 best-selling books that have sold in excess of 250,000 copies. Incredibly, 11 of those books were published in a single year,

earning him the title of ‘Australia’s Most Prolific Author’.

After an unarguably successful 12 years in business, Dale still says he’s gotten more stuff wrong than right, but it’s how he handles these setbacks that see him continue to prosper. “You’ve just got to keep going. We review and analyse what went wrong then simply reset the goals and

move on. Every mistake I’ve made is a valuable lesson that’s helped to shape the business that I now have today,” he said.

It’s not all work though. As father to two young children, Dale loves nothing more than a quiet weekend at home hanging out with his family. They also love to travel, and they spend four months of every year on overseas holidays. “I prioritised this early on. So when I work, I work hard. But my family is number one and showing my children the world is very important to me.”

In fact, it’s in one of Dale’s favourite holiday locations that his personally most significant achievement has occurred. Hands Across the Water is a Thailand based charity which supports children effected by the 2004 Tsunami. Dale recently completed an 800km charity bike ride from Bangkok to Khao Lak in aid of the charity. “This was one of the physically toughest experiences of my life, but we did it and along with the other riders we raised over \$1 million with all of it going directly to the charity,” he said.

It stands to reason that this multi-faceted businessman has a multi-faceted Y, but it’s a contrast that seems to be the secret to his success. And as we ponder his past achievements and business accomplishments, it’s without a doubt that the ever-evolving Dale Beaumont is already thinking of the next big thing. ●