



Big Dashan

Facilitating growth opportunities through learning, coaching and inspirational speaking

1745 Hunter`s Run Drive, Ottawa, Ontario, CANADA

www.bigdashan.com

613-841-1229

February 2010 Newsletter

Unrealistic expectations!

I was listening to Jim Treliving at the Ottawa Business Summit. He was explaining how Boston Pizza got into Ontario, the first time. It was a total flop. They sold 3 franchises, only to see them close within 3 years. The banker told him it was a mistake and that he would never be successful in Ontario: Boston Pizza was a small player for the West only!! Well, Jim committed to come back within 5 years and vouched to be better prepared. He attributed the chunk of his failure the first time to the fact that Boston Pizza didn't have an Office in Ontario. This was corrected the second time around and was a success! He had unrealistic expectations the first time around.

Following this, I had a quick chat with a loan officer for a local bank. It seems that the biggest reason, requests for loan for business startups get denied is due to the lack of realistic expectations on how much time it takes to build a clientèle. For example, having a full house in a restaurant from day one, is just unrealistic!

As you will see in the market update, it seems that the buildup of the fall in the stock market has lost ground. It seems that much economic data is showing progression but not as quickly as the market has been hoping for. This has resulted in quite a drop in January. Was it all based on unrealistic expectations! Is the market expecting an instant recovery?

As you are starting your business or starting your job search, how realistic are your goals? If you are employed, are you setting your expectations to the proper level? This is worth time to ponder as success is said to be 75% of expectations met!

Market Update

The market started high close to breaking the 12,000 points, and then engaged in a quick decline to almost lower than 11,000 points. Numbers from the holidays have started showing up, and the numbers did not meet expectations. Growth, yes, but not as much as desired. As usual, some companies do very well, like Apple and IMAX for example. Great stocks are available all the time!



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Entrepreneurship

[An amazing story, raising 65M\\$ in this economy for an entrepreneur!](http://www.triplepundit.com/2010/02/inc-magazines-entrepreneur-of-the-year-kevin-surace-of-serious-materials-at-the-state-of-green-business-conference/)

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[High School drop outs millionaire... Some pretty big names make the list, even Simon Cowell](http://www.forbes.com/2010/01/30/millionaires-without-high-school-diplomas-entrepreneurs-finance-millionaire.html?boxes=entrepreneurschannellighttop)

<http://www.forbes.com/2010/01/30/millionaires-without-high-school-diplomas-entrepreneurs-finance-millionaire.html?boxes=entrepreneurschannellighttop>

[The future of Business Cards!!! Are you still using them?](http://ca.finance.yahoo.com/personal-finance/article/forbes/1396/business-cards-20)

<http://ca.finance.yahoo.com/personal-finance/article/forbes/1396/business-cards-20>

[10 Brilliant Marketing ideas.](http://www.entrepreneur.com/slideshow/204822.html)

<http://www.entrepreneur.com/slideshow/204822.html>

[Apple, another success story!!!](http://www.theglobeandmail.com/globe-investor/apple-posts-best-ever-quarterly-profit/article1443619/)

<http://www.theglobeandmail.com/globe-investor/apple-posts-best-ever-quarterly-profit/article1443619/>

[The great story of Dollarama. One dollar at a time!](http://ca.finance.yahoo.com/personal-finance/article/canadianbusiness/1399/the-genius-of-dollarama)

<http://ca.finance.yahoo.com/personal-finance/article/canadianbusiness/1399/the-genius-of-dollarama>

Hiring Process

[How to repair a relationship with a rejected employer.](http://online.wsj.com/article/SB10001424052748704130904574644144167534048.html?mod=WSJ_Careers_CareerJournal_3)

http://online.wsj.com/article/SB10001424052748704130904574644144167534048.html?mod=WSJ_Careers_CareerJournal_3

[Personal branding on the internet](http://recareered.blogspot.com/2008/03/online-reputation-management.html)

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[Web sites for Part-time seekers](http://www.part-time.ca, www.craigslist.ca, www.kijiji.ca, www.charityvillage.com)

www.part-time.ca, www.craigslist.ca, www.kijiji.ca, www.charityvillage.com (has an option for part-time in advanced search), www.simplyhired.ca (has an option for part-time in advanced search)

[The hiring process explained](http://online.wsj.com/article/SB10001424052748703808904575025250789355156.html?mod=djemCJ_h)

http://online.wsj.com/article/SB10001424052748703808904575025250789355156.html?mod=djemCJ_h

[Video cover letter, is this really the way of the future?](http://whatcollegeforgot.com/Applying-with-a-Video-Cover-Letter?goback=.nvr_1800872_1)

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Different ways to make a positive impression during an interview. Great info

<http://www.linkedin.com/news?>

[actionBar=&aIdx=0&articleID=104393377&aogid=104393377&gid=1800872&gid=1800872&srchType=nws&srchCat=WOTC&trk=news_brkout&goback=.nvr_1800872_1](http://www.linkedin.com/news?actionBar=&aIdx=0&articleID=104393377&aogid=104393377&gid=1800872&gid=1800872&srchType=nws&srchCat=WOTC&trk=news_brkout&goback=.nvr_1800872_1)

Online mistakes not to make during your job search..

<http://online.wsj.com/article/SB10001424052748704107204575039361105870740.html?>

[mod=WSJ_Careers_CareerJournal_2](http://online.wsj.com/article/SB10001424052748704107204575039361105870740.html?mod=WSJ_Careers_CareerJournal_2)

22 companies hiring over 87.000 positions! Wow, check this out if you are a job seeker...

http://money.cnn.com/galleries/2010/fortune/1001/gallery.bestcompanies_mosthiring.fortune/index.html

Career

America's most promising companies. Who is number one?

<http://www.forbes.com/2009/12/17/most-promising-comapnies-recap-entrepreneurs-finance-promising.html?>

[boxes=entrepreneurschannelampc](http://www.forbes.com/2009/12/17/most-promising-comapnies-recap-entrepreneurs-finance-promising.html?boxes=entrepreneurschannelampc)

How to best resign. You have a few choices...

<http://online.wsj.com/article/SB10001424052748703808904575025122588753994.html?>

[mod=WSJ_Careers_CareerJournal_2](http://online.wsj.com/article/SB10001424052748703808904575025122588753994.html?mod=WSJ_Careers_CareerJournal_2)

And the best Video of the month!!!

Great inspiring and funny speech from JK Rowling.

http://www.ted.com/talks/jk_rowling_the_fringe_benefits_of_failure.html