

### **What Does Entrepreneurship Mean to You?**

Entrepreneurship is the ability to apply creativity and innovation to make an impact in your community by addressing a need or creating a more efficient way to bring a service or product to market.

Entrepreneurship is about connection and opportunities. When you are an entrepreneur, you get to connect with different people to help you and teach you, as well as give you ideas on improvement. I also believe that part of the process of entrepreneurs is learning from failure. Entrepreneurship means finding a problem you or others face every day and thinking of ideas to solve it.

Entrepreneurship is a way of life, a necessary way of enhancing your manner of critical thinking. It offers full autonomy in your career path and with that comes the responsibility of learning from your mistakes and growing as an individual. It means taking risks, falling down and getting back up. To me, it is an opportunity for future career goals. Taking what I have learned in the industry, improving the service offering and applying that to a business. To be an entrepreneur, you have control over your own life, as well as everything in and around you. It is economic, financial and personal freedom. It is growing something simple and mundane, applying change, and creating something uniquely yours. It has many similarities to raising a child. You need to nurture it, provide it with the necessary resources, trust in others as it goes out into the world until one day, towards the twilight of the business cycle, you then get to sit back and take great pride in what you've created.

Being an entrepreneur means finding something you are passionate about and building a framework around that. You need to fully put your heart and soul into the business if you want to succeed, embrace failure instead of fearing it – failure is part of being a successful entrepreneur. Not being afraid to give up on what you think is holding you back and seeing that you have all the tools and all the passion you need to be successful. As an entrepreneur, you have to think big and dream big—don't limit yourself.

Entrepreneurship allows for intellectual freedom and the ability to be fully dependent. In my current role as Accounting Clerk, I am given the freedom to conduct my business as long as the goals and timelines are met. The opportunity to one day create those goals and to lead a team is exciting. I'm enjoy learning new technologies, and applying that to improve on the various tasks and processes. I'm passionate about differentiating ourselves in the marketplace. We place an incredible amount of importance on customer relationships, whether big or small. The most influential entrepreneurs I've personally met are owners of our company, John Coughlan and Melissa Leung. They are a father/daughter team and have taken the company over the course of 33 years and grown it to over 240 employees delivering frozen goods. John started with a small grocery shop in Ireland before moving to Ottawa and buying into a Dickie Dee Ice Cream franchise which he grew to 8 bikes. John and Melissa's passion for ice cream and frozen treats is infectious. The secret ingredient to success, aside from vanilla and chocolate, is passion!

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Being an entrepreneur is not for everyone. What I would share with young people wanting to start their own business is that things may get hard along the way and many doors may close in front of you. You must accept failure as part of the process and learn from it.