



GREENSTEIN, ROGOFF, GROCO OLSEN & CO., CPAS

At Greenstein, Rogoff, Olsen & Co., we strive to deliver the best service to our clients. We are successful because we stay true to our vision, work hard toward our mission, and employ a series of core values.

Our **Vision** is to be the most trusted advisors in the Bay Area serving entrepreneurial individuals, venture capitalists and closely held businesses.

Our **Mission** is to enhance the well being of our people and the clients we serve.

Our **Core Values** include:

- Integrity / Honesty
- Relationships
- Respect and Teamwork
- Personal Development
- Accountability
- Innovation

The firm has built a strong reputation in the Bay Area as an extremely knowledgeable team of advisors. We focus on helping our clients achieve an ideal quality of life, while creating and preserving wealth. We understand that personal time is important to our clients and are committed to developing solutions which allow them to spend more time on themselves and/or their families, and less time worrying about business or personal financial issues.

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The Power Within You

You are the leaders of tomorrow



Your generation will pave the way for new policies, technologies, and discoveries. Your decisions will help shape the world that your children grow up in. No matter how small you may feel, you have a purpose and your life matters. We at GROCO believe in the immense potential and beauty inside of you. May you discover your purpose and live a life of integrity!

Charlotte Olsen
Future Leader and
Entrepreneur



**GREENSTEIN, ROGOFF,
OLSEN & CO., LLP**

CERTIFIED PUBLIC ACCOUNTANTS

“Trusted Advisors to the Highly Successful - Since 1964.”

Notes:

The Power Within You

Your life is what you make of it. Many opportunities are available for you to learn, grow and be successful in the business world, as well as in your life. *The Power Within You*, will help you to become more self reliant as you venture towards becoming a successful entrepreneur.

Building Your Foundation

As with any goal that you are working towards, you must first start by building a foundation. The foundation that you lay, on your journey to entrepreneurship, will help you become more self reliant. As you develop self reliance in business, you can become a successful entrepreneur.

As with any new venture, developing a process to reach success will help you. The following process will guide your journey towards success.

Becoming an Entrepreneur

1. Start with a desire
2. Create a vision
3. Communicate with others
4. Take Risks
5. Be accountable to someone



You must first start with a desire

1. Start with a Desire

What do you desire? As you seek change in your life, determine if it is something that you really want. You can seek out visions but, inevitably change will not occur if you do not want it to. You must desire change to see change.

GOAL: Decide what you desire. Where do you see yourself in ten years? Thirty years? Fifty years? What is it that you have to change about your life right now to meet these desires?

2. Create a Vision

A vision will allow you to create your business objectives and strategies. You create this vision by reflecting on what you really desire. Ask yourself these questions:

- What do I want for myself?
- What do I want for others?
- What do I want for my business?

4. Communicate, listen, and persist. Your communication skills are what others will see. Their judgment will determine if they want to work with you. Become an excellent communicator, a better listener, and develop persistence. Success starts with you.

5. Focus on success. Be positive. Success can come from positive thinking. You can accomplish your greatest desires, if you focus on success.

Conclusion

If you desire change, look for opportunities where you can apply changes in your life. In the changing world we live in, individuals make choices to change or to stay standing. The changes needed to become more self reliant are most easily achieved when you start by building a foundation. This foundation starts with a desire, a vision, good communication of that vision, risks, and accountability. As you move towards becoming an entrepreneur, you will learn, grow and progress. Each step you take to become an entrepreneur will bring you closer to becoming self reliant, which will bring wealth, happiness and success.



The power is within you!

5 Steps to Change Your Life

Once you understand the process that it takes to change, your next step is to start the change.

The following five steps will help you in your efforts to change:



1. Think differently. If you are going to improve, you must be willing to change. Progress won't come if you keep turning to the past. Develop new ideas and be innovative. Success can come through change.

2. Focus on relationships. Remember that you are selling your ideas. Relationships are key in order to do this. People must:

- Know you
- Like you
- Trust you

3. Learn to work smarter instead of harder. Change how you work. You can accomplish the same amount of work in less time when you keep focused. Staying focused on your goals will create a habit of working smarter.

When creating your vision, think big. You are the artist. Your vision of becoming an entrepreneur will create satisfaction and purpose in your life. Once you establish a vision, your transition towards an entrepreneur will become more solid.

GOAL: Discover your vision. Think about the things you value most. Now incorporate that into what you want for yourself, others, and your business.



3. Communicate with Others

The next step towards becoming an entrepreneur is communication. How will you communicate your vision? You communicate your vision to others through your actions. Be persistent, determined and self-disciplined with your vision by setting goals for yourself and your business. Push forward and do the necessary actions to allow satisfaction in your life. As you communicate your vision you have to determine who you want to communicate to. The best way to get your business publicized is through networking. Develop relationships in which your acquaintances will know you, like you and trust you.



GOAL: Determine how you are going to communicate with others. What attributes do you need to successfully communicate your vision to others?



A leader will learn from their mistakes, adjust, and continue forward

4. Take Risks

Entrepreneurs are willing to take risks. It may be hard for you to step outside of your comfort zone and take risks, but it is something that every successful entrepreneur can do. Look at each risk as an opportunity to learn and grow.

GOAL: Be willing to take risks. List the risks you are willing to take to achieve your goal.

5. Be Accountable to Someone

After developing a business, you will be accountable to someone. How? You demonstrate accountability as you become responsible for yourself, others and the business. When you are accountable, tasks are accomplished and you know what changes need to be made to help your business succeed. Accountability is essential when you are planning on success.

GOAL: Be accountable to someone. Reflect on accountability and what it means to you. Who will you be accountable to? Why?



Who are you accountable to?