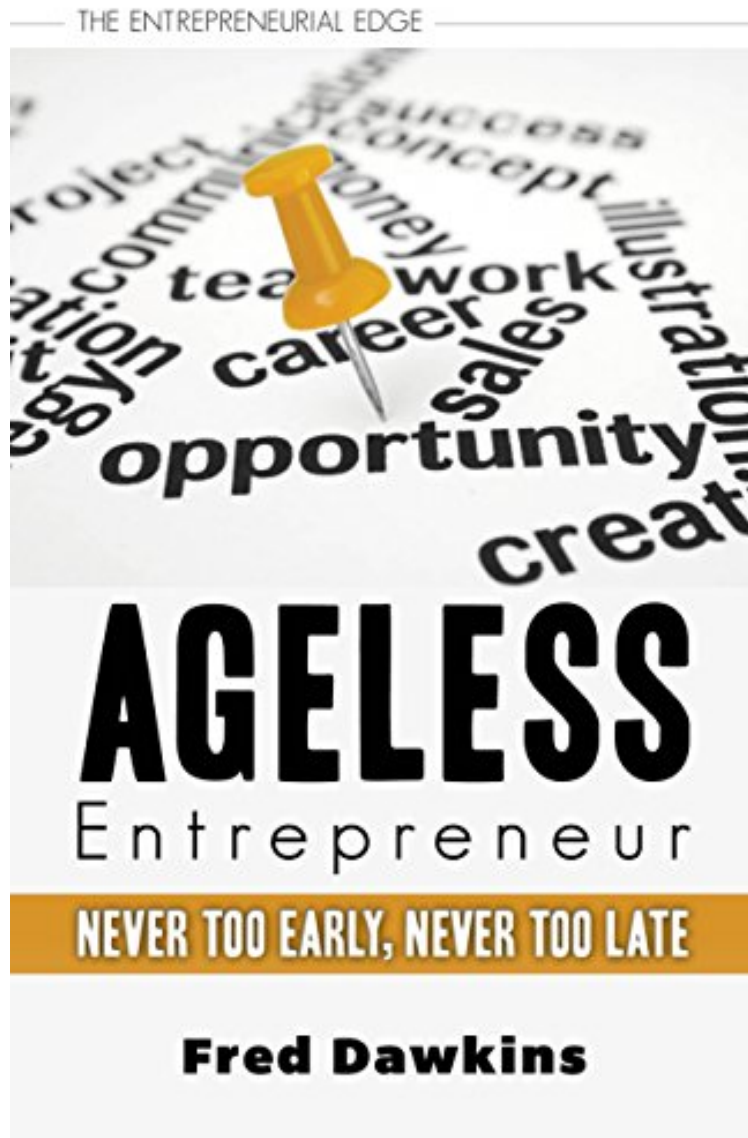


## Ageless Entrepreneur: Never Too Early, Never Too Late (The Entrepreneurial Edge)

*Fred Dawkins*

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**Fred Dawkins : Ageless Entrepreneur: Never Too Early, Never Too Late (The Entrepreneurial Edge)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ageless Entrepreneur: Never Too Early, Never Too Late (The Entrepreneurial Edge):

0 of 1 people found the following review helpful. InterestingBy DarrenIngram\_dot\_comIt is true, it is almost never the wrong time to do something that you've wanted to in life. So why not set up your own business as a senior or, of

course, as a younger person! As this book shows, you can and should do it whenever you feel the time is right! The author promises a new perspective on the challenges that young people face at the start of their careers as well as looking at the problems and possibilities that seniors face when they are no longer wanted in the workforce, looking at possibly new avenues that could revitalise their future with a solution 'powered by entrepreneurship'. Here the author has managed to bring some interesting viewpoints to the fore in this reasonably priced, quite engaging book that mixes practical advice and caustic, observant social commentary with aplomb. Young people are frustrated about being unemployed in quite high numbers and having difficulties starting their careers whilst the older workers are needing to extend their careers due to greater life expectancies, poor savings and other pressures. Those who are neither in one group or another are hardly enjoying life too. How to make sense of it all? This is a different book for sure. It is not a how-to book in itself and neither is it a dry, academic theoretical essay. Yet there is a certain something in the book that made it to be an interesting read. Maybe it is fair to describe it as one of those unexpected finds.

Economic, social, and technological forces are pushing the old and the young into business, earlier and later than in the past. Whatever their reasons—doors opened by new technology, the self-reliance of owning a robust business—students of the Everyday Entrepreneur gather once more to learn how to succeed at any age.

Entrepreneurship is not just for the young. It is a mindset, and it's never too late to take charge of your life and become an entrepreneur. That's Fred Dawkins's message in a nutshell, and nobody tells the story better of how to take the leap successfully. Fred's common-sense wisdom and experience shines through this journey of transformation—an excellent read for young and old, and everyone in between. (Tiff Macklem, dean of the Rotman School of Management, former senior deputy governor of the Bank of Canada) The lessons you remember are the ones from good storytellers and Fred Dawkins is one of the best. I found myself nodding my head in agreement and smiling as I read *Ageless Entrepreneur*. There is much diversity in entrepreneurs and the lessons on age are equally applicable to the diverse community in understanding our strengths. Underlying the entrepreneurial spirit are self-belief and action. (David Tsubouchi, former Ontario Minister of Consumer and Commercial Relations, CEO of the Ontario College of Trades, chair of management board, and author of *Gambatte*) *Ageless Entrepreneur* is a must-read, not only for entrepreneurs, but for anyone who is reinventing their lives. Fred weaves a wonderful true tale demonstrating how age makes little difference in our personal journey. The true journey is our willingness to take risks and grow into the people we are meant to become. Entrepreneurship just so happens to be a great path for many of us. (Michelle Glover, founder of DreamLife Properties, The Tea Tree Oil, Business Women Experts, and [www.girlentrepreneur.com](http://www.girlentrepreneur.com)) Recently I was in the process of selling my historically significant commercial building. During the negotiations with realtors and prospective buyers, poring over lists, namely needs, wants, and conditions, I was overwhelmed and sought a diversion in Fred Dawkins's book. I quickly became immersed in the text. His counsel on the key elements in negotiations awakened in me an appreciation for what was most important for me as well as for the buyer, and the need for flexibility to reach an agreement. I accepted that it truly was a process that had to evolve, and because of his advice I felt empowered and confident to negotiate the sale. (Elaine Tucker, independent business owner) One of the biggest trends out there is the retirement of the baby boomers, coupled with rising life expectancy. Fred Dawkins's *Ageless Entrepreneur* takes a Wealthy Barber-type storyline approach to describing the 'encorers' acts of baby boomers who have left the corporate womb but aren't quite ready (either financially or emotionally) for full-time golf and daytime television. In fact, the story eerily parallels the launch of my own 'encorers' entrepreneurial endeavour. (Jonathan Chevreau, founder of the Financial Independence Hub, formerly editor-in-chief at MoneySense Magazine) In *Ageless Entrepreneur*, author Fred Dawkins maintains that the modern economy, while challenging, is one where opportunities abound. He maintains that seeking out and capitalizing on these opportunities for innovation, entrepreneurship, and intrapreneurship in furtherance of creating and managing your own career is the most important skill any person, whether new to the workforce or entering a new career phase, can seek to attain. This book provides a simple but powerful story to reveal the essential need for interdisciplinary collaboration and mentorship, purposeful career and education choices, and a mindfully entrepreneurial sense of self-awareness in order to succeed. In an elegantly simple approach, Dawkins characters transform themselves, individually and as a group, from an uncertain and unfocused collection of individuals into a dynamic opportunity-identifying alliance. Entrepreneurship is a mindset that can occur at any age and anyone unsure about setting out on their own path should read this book first to be assured that they are in very good company at all times. (Chris Delaney, business and family wealth strategist, author, and speaker) Is it a crisis or an opportunity? The economy taking shape is not one that is creating enough jobs for those at the extreme edges of the labour market. The young are trying to claw their way into careers that do not involve serving coffee, all the while wondering what it is that they should really want to do. At the more senior end of the market, many are either being forced to figure out new careers, or worrying that they will have to soon. Entrepreneurship could offer a solution to both groups, but only if they have the nerve and the skills to pursue it. In *Ageless Entrepreneur*, Fred Dawkins offers practical advice and help to both groups in the form of an engaging and entertaining read. (Linda Nazareth, economist and author of

Economorphics, formerly senior economic analyst, BNN)Ageless Entrepreneur is a must-read for anyone wanting to bring themselves up to speed with the challenges facing today's workforce. Fred has identified precisely the issues facing millennials, boomers, and those affected in between by the change in economy over the last several years. The way he has put a story to the issues that need to be addressed makes the book a very enjoyable read. We are not in the industrial age any longer, but we have an educational system and a societal belief that the only way to work is to work for an employer. Fred brings to light how our thinking has to change from being a victim, and to not just survive, but to take control of the future by embracing entrepreneurial thinking in order to thrive in the twenty-first century. (Debbie Ruston, owner of The Success Educator)We live in a time of significant economic transition, we all experience it but two age groups feel it more than others, the pre twenty-five and the post fifty-five. The young can't get their careers started and the older find their careers ending before they are ready. In Ageless Entrepreneur, Fred Dawkins tells the engaging story of what happens when members of these two groups are brought together. The results will surprise, inform, and, best of all, inspire you. (Mark Zimmerman, senior advisor and CIO, MaRS Discovery District)About the AuthorFred Dawkins is a serial entrepreneur who co-founded the Olde Hide House, Canada's largest leather goods store. He is a partner in the Creative Destruction Lab at the Rotman School of Management at the University of Toronto. The first book in this informative series, Everyday Entrepreneur, was published in 2013. He lives in Guelph, Ontario.