

## TERESA CASCIOLI'S LESSONS IN ENTREPRENEURSHIP

I learned many lessons during my days as CEO. In a way they are my life principals. Here are the **Top 10** (not in any particular order!

First, **partner well**. Be sure that your advisors, employees, suppliers and lenders all understand your business and are all on side with respect to the direction you are going.

Second, be prepared to **make sacrifices** and don't complain about them. You will work countless hours. You will have to give up some things in order to gain others.

Third, don't be afraid to **take risks**. Ask questions of the right people get informed but make decisions quickly before opportunities pass you by to aggressive competitors. You must have confidence in your abilities to make the right choices. Trust and listen to your gut instincts.

Fourth, **don't waste time**. Be organized and efficient. Procrastination is a cancer to the advancement of your business.

Fifth, **remain humble**. The success or failure of a business is not necessarily the success or failure of the individual. Just because you have been successful it doesn't mean you should suddenly forget where you came from and the people that helped you along the way.

Sixth, **keep your faith**. I believe there is a bigger universe at play. I am just a small player in the very big game of life.

Seventh, **never do anything just for the money**. Do it because you have a passion for the pursuit of your interests.

Eighth, **know when to be subtle and when to drive a point home**. If you have something to say that is valid – say it!

Ninth, **lead if you are a leader**. Leaders have a responsibility and duty to others. That's why they're leaders. Don't be wishy-washy in the leadership process because of a fear that you won't be liked.

Tenth, **be true to and thankful for your customers**. I firmly believe that my business success came not by putting down my competition but by winning over my customers one case of beer at a time.