

INSPIRING SUCCESS

The x-factor in success is a combination of many things, but these inspirational stories suggest that determination and courage are at least as important as ideas and business skills.

EMPOWERING YOUTH

At 19, not many people are laying the foundations for a business that, in just a few years, will be looking towards an international challenge. But this is what two ambitious young men from Sydney's west were doing when they were fresh out of school.

With backgrounds in representative sports, Dale Beaumont and Brent Williams already knew something about putting in hard work to get what you want. Sitting with the fresh-faced pair, it's hard to believe that at just 23, they have created a personal development program to provide life skills advice to the youth of today,

helping to prepare them to be the entrepreneurs of the future.

Friends since meeting in Year 7, the dynamic duo knew they wanted to be successful but didn't know how they were going to do it. After attending a bunch of wealth creation courses and seminars with people old enough to be their parents, and digesting countless videos and books, they wondered why this information wasn't taught at school. So they created Tomorrow's Youth: for average, ordinary, everyday teens wanting to be successful. And so began their personal development empire—run from their parents' garage.

Williams admits their original motives weren't completely altruistic—"We saw

from a business point of view that there was a gap to be filled"—but after seeing the real benefits of their program, they are proud of their contribution.

"What we try to do is teach them some of the life skills," says Beaumont, which includes things like goal setting, communication skills, money management, career success and how to understand your emotions.

Packaged in a two-and-a-half day seminar called Empower You, these life skills have been taught to some 2,500 teens—which is a long way from their inauspicious first session attended by just three teens. There's also a monthly support group called the All-Stars.

"It's the next CEOs of Australia we're



Dale Beaumont and Brent Williams (centre) with their assist team.

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bringing through. When you create an environment where people really flourish, it's amazing what they can do," says Williams.

If you're wondering how these young men can be offering advice to teens from their limited life experience, Williams offers this: "None of this information is new—we've re-packaged it in a different way." In fact, they believe it's their age that makes it easier for them to connect with younger people: "We know how to make the program fun," says Beaumont.

They are the first to admit they don't have all the answers: they are about putting this useful information out in an accessible way and letting the kids choose what to do with it.

Working in partnership, and with the help of a teenage 'assist team', Beaumont is the general manager while Williams specialises in sales, marketing and customer relations. When not running programs, their time is spent developing a range of tools for the business, including their book *The World at Your Feet*, as well as tapes and CDs.

Jess Stacey, 16, was among the first participants in the program and describes it as one of the best weekends of her life, where she learnt skills which helped develop her confidence. And, after clocking up enough 'work experience', she is now part of the voluntary assist team.

Initially, profits were ploughed back

into the business, so now the financial benefits of the enterprise are coming to fruition. Which is timely, since they think at the ripe old age of 23 they are getting too old for the job and are losing touch with teenagers.

Overseas expansion and more CDs and books are on the horizon for the entrepreneurial duo, which would like nothing more than to see their teen team take over from them. They'd even like their program to be a compulsory part of the school curriculum.

A tall order perhaps, but if the drive of the duo and their support team is any indicator, it's a challenge they are more than capable of having a crack at.

—Camille Howard