

Friendships are key in business growth

Kevin Kelly, who has over the past two decades spoken at events in Europe, the Americas, the Middle East and Asia for Fortune 500 companies and associations like the Million Dollar Round Table, is back in New York all of this week to promote his latest book: "Do! the pursuit of xceptional execution."

This evening, the keynote speaker on topics like the entrepreneurial mindset, motivation and leadership will share some of the book's core ideas with members of the Irish Business Organization at Glucksman Ireland House.

"Do!" highlights the power of what I call 'xceptional execution,'" the County Roscommon native Kelly said. "It dispels the myth that for a startup business to succeed the entrepreneur needs a wow idea, be fully financed, have industry knowledge and have a fully loaded business plan."

"After 20 plus years in this space, having interviewed some of the most exciting startups on the planet with revenues of between \$100,000 to \$150 million for 'Do!', I argue that the path to success is more about taking any idea and following the path of 'xceptional execution' where you honor the two 'A's' of business, awareness and attention.

"Awareness gives the entrepreneur the ability to see, understand and move through their fears, to be in the mo-



Inspirational speaker Kevin Kelly says he's more Dale Carnegie than Norman Vincent Peale.

ment," Kelly said, "In 2007, the Stanford business advisory committee highlighted self-awareness as the most important leadership attribute.

"We tend to forget about ourselves when we pursue the entrepreneurial path, but to our peril," he added.

"Attention refers to the chal-

lenge business people face in engaging people whose current attention span is now less than

that of a goldfish. The answer lies in developing friendships, not customer relationships."

Kelly reported that "Do!" has been chosen by Bloomberg TV's Jeffrey Hayzlett as his Book Club Selection for the week of Jan. 20.

Meanwhile, the internationally known, best-selling business writer Tom Peters said: "Now I can retire in peace. Kevin Kelly has written the book I always wanted to write. And he's done to the point of perfection--call it xceptional execution. Even the all-time best title: 'Do!' Ah, Kevin, what a gift!"

Kevin Kelly

Residence: Galway

Published works: "How?

When you don't know how";

"Basics before Buzz"; "Life-a

trip towards Trust"; "Xcep-

tionalize - success secrets for

students." For details, go to:

www.kevinkellyunlimited.com.

What is your writing routine? Are there ideal conditions?

After writing four books on my own including a best seller, I now know that the key to successful writing is having a fantastic team around you. My team included contributors to New York Times best-selling titles who set the bar very high for "Do!", pushing me outside my comfort zone. When the group came into my home they told me I was living in a dump and they were right. The good news is that the house is now in order. It's time to "DO!"

What advice do you have for aspiring writers?

Decide why are you writing your book - it will dictate many of the key decisions that follow. The goal of making lots of money from book sales is a

totally different scenario than writing to create a powerful brochure for your clients or as a legacy to your career.

And for a newbie, look to stand on the shoulders of greats. On the front cover of "Do!" I have an endorsement from Tom Peters [see above].

Name three books that are memorable in terms of your reading pleasure.

"The Seven Habits of Highly Effective People" by Stephen Covey; "The Alchemist" by Paulo Coelho; "The Prophet" by Kahlil Gibran.

What book are you currently reading?

Malcolm Gladwell's new "David and Goliath" - here's hoping "Xceptionalize" becomes the new tipping point.

Is there a book you wish you had written?

My first book "How? When You Don't Know How" was described by a publisher as the modern-day version of "The Power of Positive Thinking" [by Norman Vincent Peale]. I saw it more as Dale Carnegie's "How to Win Friends and Influence People," the topic of one of my most popular international keynotes where I focus on the secret to engaging people.

What book changed your life?

No book changes anyone's life - you choose to change yourself. Sorry to disappoint anyone.

You're Irish if...

You end each conference around the world by asking audiences have they ever been to Ireland? Yes, that's what I do. Very proud to be Irish and as a footnote I think we as a nation need to show the love to our own a little bit more. We aren't as good as we should be celebrating true Irish talent.

The Irish Echo Quiz Answers

1. Adlai Stephenson
2. Roddy Doyle
3. St. Louis Cardinals
4. The Doors
5. Mozambique
6. Six: Clare, Cork, Kerry, Limerick, Tipperary, Waterford.
7. Emily Dickinson
8. George Gershwin
9. Clint Eastwood
10. Baton Rouge.

Questions on Page 20

'Band of Sisters' opens in NYC

In 2013, the world heard a lot about the Catholic church's social gospel thanks to Pope Francis I. But American nuns have been in the trenches for many decades now, a phenomenon that is explored and celebrated in a new documentary by Mary Fishman.

"Band of Sisters" is about journey of sisters from "daughters of the church" to citizens of

the world. It is scheduled to open in Manhattan on next Friday, Jan. 17, at Cinema Village, 22 East 12th St.

It is 50 years since Pope John XXIII opened the Second Vatican Council and most nuns in the U.S. have never looked back.

Fascinating scenes of convent life prior to Vatican II contrast with those of nuns in the tumultuous and exciting years after the Council, when sisters became engaged with the great social movements of our day.

In "Band of Sisters," for instance, two nuns advocate for the rights of immigrant detainees and deportees in and around a Chicago-area deportation center.

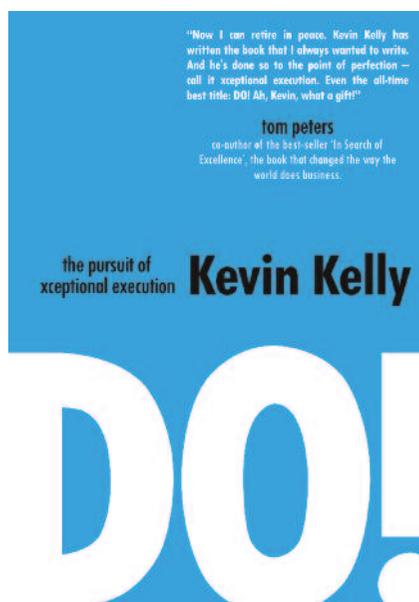
Fishman was educated by

the Springfield Dominican Sisters in elementary school and the Sisters of Mercy in high school. The University of Notre Dame graduate switched to filmmaking after a career as an architect and urban planner. She began work on "Band of Sisters" in 2004.



Filmmaker Mary Fishman.

PHOTO BY ALISON GREEN



Sisters of the Servants of the Immaculate Heart of Mary.

MONROE IHM ARCHIVES