



Alan Manly is the Managing Director of Group Colleges Australia, Alan shares his fascinating journey to success in the new book, *The Unlikely Entrepreneur* (A.K.A. Publishing \$19.99).

Wentworth Courier

How to build a successful start up: Alan Manly's *The Unlikely Entrepreneur* reveals key traits to success

Janita Singh, Wentworth Courier
June 19, 2017 12:00am

ENTREPRENEUR Alan Manly believes you can start off with nothing, break the rules and still go on to create a business empire.

This high school dropout with almost three decades of experience in the technology and education industries shares the story of how he did this himself in the book, *The Unlikely Entrepreneur*.

Manly, the founder of Group Colleges Australia and Universal Business School Sydney, says no one thought he had the “likely” qualities to be a successful entrepreneur.

With no formal qualifications, all he had was a desire to make his mark and a willingness to work hard.

“Behind every start-up is an aspiration to do something different,” Manly says.

“This attracts fellow travellers all keen to be different and break away from boring services, products and procedures of established companies.”

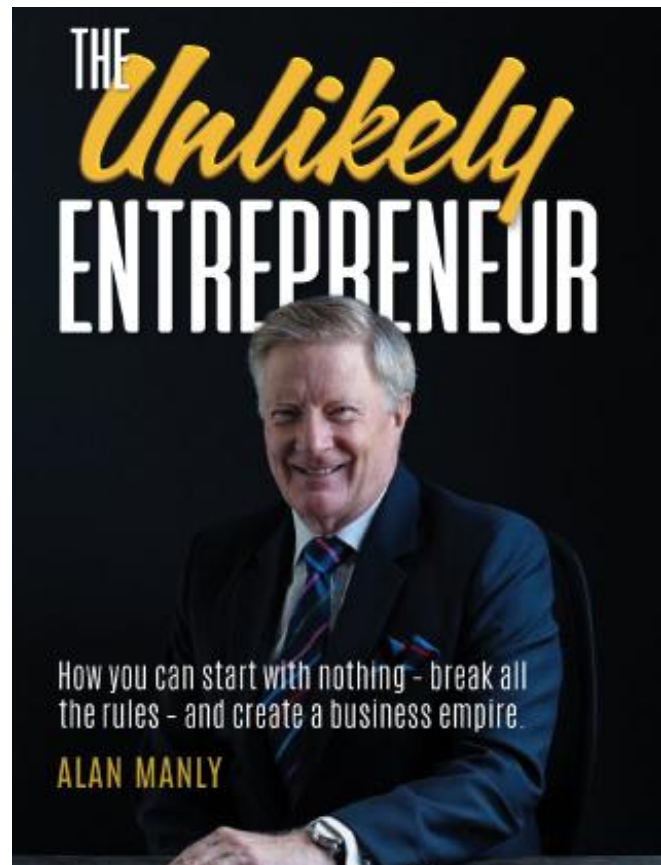
Manly says for an idea to grow into a thriving business, there are key skills required to see it through.

He points out some key entrepreneurial traits.

Innovation: True entrepreneurs are the ones with wild ideas. Their ideas will have the hallmarks of being over the top with passion.

Passion: Measured by the confidence of its promoter that the new idea is worth more time and resources than anyone else can relate to. It is a belief system that switches on and stays on when others attack the idea as “insanity”.

Take risks: Entrepreneurs must be believers in the viability of the outside chance. They are well versed on every out-of-the-box success story and the tales of lost opportunity of those who sat so close to the big break and didn't invest. How do you describe such risk-takers? Try the word gamblers.



📷 The Unlikely Entrepreneur.





📷 Alan Manly at a book signing.

Leadership: Blessed with variable degrees of charm, true entrepreneurs are also true leaders.

Possessing the zeal of a convert to a new religion, they inspire others to join their mission. Disarmingly brave, these thrillseekers recruit followers, team members, who are often smarter than themselves.

These leaders are so obsessed with the big picture that rather than worrying about losing control, they happily delegate.

Survival instinct: They dig deep when times are difficult. Not only is every day a new day but it's another opportunity to progress their vision into reality.

The team that a true entrepreneur leads not only follows, but is almost relieved that change is constant, even if erratic.

Alan Manly is the founder of Group Colleges Australia, and the author of new book, *The Unlikely Entrepreneur*, out now.

For more details, visit alanmanly.com.au