

# SUCCESS IN BUSINESS CAN START WITH FAILURE

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BUSINESS coach Edward Plant has seen it time and again business owners rushing to solve problems with what he calls an "amateur strategy".

It's a win-at-all cost mentality that the military veteran understands after a 17-year career in the army, but one that he also eschews.

Unlike other business and leadership coaches whose mantra is "work harder" and "success is the only option", Plant takes an alternate view "work less" and "be prepared to fail from time to time".

"People don't like to lose," says Plant.

"We're our own harshest critics and we beat up on ourselves. The reality is that the good that comes out of challenges or failures in business helps you get bigger and better results faster.

"If everything was plain sailing you'd probably reach a comfort zone and stay there. It's the challenges that make us grow."

Plant owns and operates Lead Better, a Gold Coast-based business-leadership coaching firm he established five years ago with his wife Rebecca. The business was born out of failures in Plant's personal life, after a successful army career that saw him rise through the ranks to become an officer.