

FEAR HAS NEVER STOPPED ME FROM DOING ANYTHING



Interview by Nika Jazaei

Tineke Rensen has been a business owner for 27 years. She started when she was 25, living in a caravan, and her first investment of the Powerful Business Academy and works worldwide helping other businesses to grow. As a little girl her dream was to become a sports champion but because her parents couldn't support her financially, she was unable to reach this dream. Tineke decided from that point to set up a life where she can reach her goals without the need of others.

You started your own business at the age of only 25, how did that happen so young?
All I ever wanted was to become very good in sports. When I was 12, I wanted to become the Dutch Champion of Gymnastics. I had a lot of talent. What I know now is that every successful sports athlete needs the support of their parents. And my parents didn't have the money to send me to a better gymnastics class. I was very disappointed. It is back then that I made the decision that nobody was going to stop me again with my future dreams.

Growing up, what were your inspirations and how did that lead you to becoming an entrepreneur?

I studied sports and during an internship, I got in touch with whitewater kayaking. After the first descent, where I nearly drowned (at least that's how it felt), I hated the sport. And then something happened that shaped my future. Faith stepped in and sent me two women who persuaded me to step in the kayak. You need to know it was winter and freezing outside! I was crying and didn't want to go. I couldn't recall ever being so scared before but I went. And guess what? I started to like it. I discovered that I could steer the bloody kayak. Later in the week we went once more and I was hooked. The story continues and at the age of 37, I became the champion of my country in freestyle whitewater kayaking. Remarkable, isn't it?

In the meantime, I started to work freelance as a kayak instructor. A year later I was the head



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of the kayak instructors. But somehow, I knew I could do a much better job. With no knowledge, I started a kayak school. I was 25 back then. I forgot that I needed customers and I had no clue how to get them. All I had was a business on paper and equipment. I made my calculations with several clients but how to get them was not in my plan. So maybe I am the worst entrepreneur that ever started!

What made you believe that you had the right attributes to run your own business?
I am the perfect example of learning by doing. Take one step at a time and see how it goes. The next step reveals itself automatically. I had to learn to be an entrepreneur and I made a very important decision. I sought the help of a former business owner to help me with the basics.

It took me about ten years before I really understood that I was a business owner. All I did was do the work that I loved and made sure that our clients had a great time. My company steadily grew. We started to teach other sports such as climbing, rafting, mountain biking, and various other outdoor activities. Deep down inside, if I am brutally honest, I always thought I was a crappy business owner. I hated to do the finances, but I did it anyhow. I didn't make a plan, and I had no clue how I could run my business on figures. Somehow, I managed to grow my business. The right ideas or the best opportunities always turned up at the time when it was needed most. Back then I had no idea that I was manifesting and attracting all of this. I just thought that it was coincidence or that I was very lucky!

I realised when I sold my business that the way I grew my business was by focusing on the things I didn't want. Let me explain. I thought I was never going to employ staff. But I did. I never wanted to work with large groups. I was afraid I couldn't deliver the best

quality. But I did. I never wanted to work in more than one country, because I thought that would be too hard to manage. But I did. But growth was very important to me. Now I know that "Where your attention goes, your energy flows", and that I probably attracted all these possibilities. Although often it was (subconsciously) based on fear of making mistakes or not being in control. I did it anyway. Fear has never stopped me.

Some things are crucial to me. I need to love what I do. I need to be able to grow and I don't want to look back and regret not doing things. So after 22 years I sold my business because there were no more challenges for me. I discovered the path of personal and business growth.

You spend most of your time now coaching and teaching other business owners how to grow. What made you decide to do that?
I looked back at my life and saw that whatever I had been doing, I was always helping people to get to the next level and I realised that when I was the business owner it would have been very helpful if I had consulted someone like myself. I decided to become a mentor, teacher, coach, instructor, sparring partner, you name it. After 27 years of doing business there are no more secrets left for me with business owners up to 15 staff members. I am very straightforward and cut the crap straight away. All I want for my clients is to accelerate as fast as possible.

With your clients, do you see a good range of diversity between female and male entrepreneurs or are they mostly men? What are your thoughts around that?
Most of my clients are women. They want to learn how to be a better business owner. They are often relieved to talk to someone with a lot of experience. They are insecure in some areas. Businesswomen are smarter than men. They refuse to fall over and crawl up if there

is a smarter way. Men want the same but for them, it is more difficult to ask for help.

I did a large study about female entrepreneurship and what I found is that we:

- Are more insecure
- Have smaller businesses
- Are very service oriented
- Have less bankruptcies
- Take fewer risks
- Are too perfectionistic, which stops us tremendously in scaling up our businesses
- Have a lack of knowledge

The men that I work with often want to learn how to work with flow and ease. They are tired of working hard and playing hard. They want to learn how to trust their gut feeling and want to quit having to act strong.

What are your future plans?
I am expanding my business internationally, with good business consultants, business coaches, and business mentors who have the same vision as I have. I want to build a global network and organise events together with our mutual clients. So that all our clients can build an international network. With my Powerful Business Academy, I want to create a platform, to help to grow the businesses of as many women as possible, worldwide. The employees of female owned businesses are happier, so women need to claim their place in the arena of doing business. It doesn't matter if they are self-employed or have a flourishing business already. They can always grow bigger.

Another dream of mine is to speak to rooms with thousands of people. It is the easiest way to inspire a lot of business owners at the same time. I am the perfect example of no matter how insecure you are, you can still create a thriving business.

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