Nida Leardprasopsuk, Building Legendary Market Outliers - Episode 305

In this Episode:

- Nida shares her journey to discovering her passion and purpose to become a serial entrepreneur
- Why she loves working with outliers who have this pursuit of excellence
- How she helps her clients develop world-class solutions for their customers
- The point of divergence in business and how to do you find it
- The importance of innovation and the best way to bring innovation into the business
- What is mental toughness and how do you develop it
- The correct process of gathering feedback

Notable Quotes:

“The sole purpose of a business is to solve the problem and make your client's life easier.”

“The foundation of marketing is differentiation.”

“Innovation is necessary for the business.”

“To have an innovative mindset means that you are challenging every single rule, every single thought, every single belief.”

“The process of constantly innovating is already getting them to see why it's important to get out of their comfort zone and tackle new things and find new things.”

Pearls of Wisdom:

1. Awaken your truth.

2. Self-awareness, introspecting, and looking at the reality in your life and in your business are the starting point to self-development.

3. Be really clear about who you want to be.

Resources:

Nida Leardprasopsuk is the founder of Nida Leard Consulting and Coaching, where she advises world-class experts to become legendary market outliers. She is the author of the One to Millions Entrepreneur and host of the Nida Leard Podcast Show. Nida is a regular contributor to Forbes, Entrepreneur, and Brainz Magazine and has been featured on Business Insider, Fox, ABC, CNBC, USA Today, and other media.

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