

**BTS NRC
MUC – NRC - TC**

FROM RAGS TO RICHES

Have you ever wondered what it takes to become a top business mogul? *Inside Out* follows three self-made South East entrepreneurs and their stories of rags to riches. It could be you...

Think of top businessmen and household names like Richard Branson, Bernie Ecclestone and Easyjet's Stelios Haji-Ioannou spring to mind.

But have you ever wondered what special qualities took them to the top of their respective business trees? They share several common characteristics with three South East business entrepreneurs who have enjoyed a spectacular rise to riches from humble beginnings.

The world of business can be incredibly cut-throat, high powered and difficult to break into. So where do you start if you have dreams of becoming a successful business man or woman?

One of the keys to success is having a clear goal and vision. You've also got to be incredibly focused and driven to make it in the business world.

A Business Empire

Ken Wills started with nothing and has worked his way up to a business empire with a turnover of £20 million.

Ken came from modest beginnings, growing up in a semi in Ashford, the son of an auxiliary nurse and a jobbing builder. It was sheer determination and hard work that rocketed Ken Wills from obscurity to a lifestyle complete with a big house by the sea and expensive cars. Today he boasts a jet engine maintenance shop, a helicopter firm, a fire prevention company, a restaurant, a jewellery business and a radio station on the Isle of Thanet.

"If you do what you love, you're going to be better at it," advises Ken to budding entrepreneurs. You also need to have absolute self-belief and determination. Ken Wills is the first to admit that you've got to be hungry if you want to get to the top. If you want to succeed, you may have to elbow other people out of the way.

Ken is also a fan of delegation - it enables him to juggle several different business interests at a time. "It's not important to delegate - it's essential. Really, my job is to say what needs to be done and how we can best do it. It's a question of applying yourself, making the most of opportunities, and sticking at it," he recommends.