Fortitude Plethora Take Inspiration from the Story of Lego

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Manchester based sales and event marketing firm Fortitude Plethora recently shared the inspiring story of leading toy brand Lego, and looked at what budding entrepreneurs can learn from its creator Ole Kirk.

About Fortitude Plethora : http://www.fortitudeplethora.com/about-us/

Arguably one of the world's most recognised and best loved brands, Toy Company Lego has had a turbulent past and has had to make serious changes to adapt, in order to stay relevant on the market throughout its 81 years.The brand was developed by creator Ole Kirk Christiansen, a Danish carpenter who specialised in house construction and furniture. However after a fire destroyed his workshop in 1924, Christiansen had to rebuild his business back up from scratch. By the time his new workshop was finished the great depression hit and the business was struggling to make a profit. Rather than give up, Christiansen decided his future lay in smaller projects and began making design aides and miniature versions of household items which inspired him to turn his attention to toy manufacturing.

Sales and marketing firm Fortitude Plethora believe that Christiansen is a great example of the kind of ingenuity and resourcefulness that makes a great entrepreneur. Before making the iconic building bricks that Lego are now famous for, Christiansen made yo-yos to make the most of their growing popularity. When the fad died down, to avoid waste Christiansen fashioned the yo-yo pieces into wheels for toy trucks. Once he launched the official Lego brand his plastic building blocks were not well received and many shipments got returned to the workshop. Rather than be deterred he went back to the drawing board and with the help of feedback and research from other manufactures Christiansen redesigned his product and launched it to great success.

Fortitude Plethora believes that not only can entrepreneurs learn from Christiansen's determination and drive, but that his story also shows the importance of listening and working with others in order to achieve success. Many believe that entrepreneurship is a lonely vocation however; no successful business professional has ever got to where they are by going it alone. It's vital, especially in the early days of business for entrepreneurs to ask as many questions as possible and seek out the support and help of mentors who have the knowledge and experience to teach them how to be a better business owner.

Fortitude Plethora greatly admires Christiansen's tenacity and his ability to adapt no matter what challenges he was presented with. The firm used his story to inspire their representatives, many of whom are on track to become business owners themselves in the future. The firm believe his story perfectly sums up the famous saying 'a strong person builds foundations with the bricks that others have thrown at them'. With the sales and marketing industry being incredibly fast paced and with the firm having to keep one step ahead of market trends and behaviours, Fortitude Plethora believes this is an important mantra to remember. In order to succeed in the industry professionals must be willing and able to turn negatives into positives and produce results no matter what. The firm prepare their representatives for this and support them in developing an entrepreneurial mind set through a specialised business development programme, which offers them the opportunity to take part in motivational and educational events whilst they earn which sets them up for a bright and successful future.

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