The biggest risk is not taking one claims Goldstream Incorporated CEO

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Entrepreneur and CEO at Goldstream Incorporated Dan Coolican believes that life is a series of calculated risks and that the biggest risk in life is not taking any.

About Goldstream Incorporated: http://www.goldstreamincorporated.co.uk/

Goldstream Incorporated is an outsourced sales and marketing firm based in Nottingham. Through interactive and personalised marketing solutions, the firm increase market share and raise brand awareness for their clients. One of Mr Coolican's biggest passions as a business owner is coaching and mentoring aspiring entrepreneurs and fellow business owners. Goldstream Incorporated are advocates of entrepreneurship, and they offer a unique business development opportunity for budding entrepreneurs through the firms business development program.

Mr Coolican argues that the most successful individuals are risk takers. Facebook CEO, Mark Zuckerberg once said "In a world that's changing so quickly, the biggest risk you can take is not taking any risk." Mr Coolican believes that every decision has a margin of risk, and that no outcome is ever 100 percent certain, therefore, every decision carries an element of failure.

Mr Coolican has shared the biggest advantages of risk taking.

Personal and professional growth

Risk forces people outside of their comfort zone and allows them to experience new situations. Breaking out of a comfort zone forces people to adapt to new situations and helps people to learn and grow. "I am a firm believer than people learn best through experiences, rather than literature. Risk teaches people about themselves and helps them to improve," said Mr Coolican.

Overcoming the fear of failure

Mr Coolican argues that the fear of failure is one of the biggest obstacles for people when it comes to taking risks. The fear of failure prevents people from reaching their full potential. Mr Coolican contends that failures are valuable learning experiences. "The most successful people usually have a list of failures. Failures don't define people it's how someone bounces back from those failures that matters," commented Mr Coolican.

Boost to self-confidence

Risk-taking is scary for most because of the fear of the unknown. Conquering that fear can provide a massive boost to self-confidence. Mr Coolican argues that self-confidence is one of the main contributors to success. "You need to believe in yourself first before others will believe in you," said Mr Coolican. The entrepreneur argues that when taking a risk pays off, the boost to self-confidence will be tremendous.

Mr Coolican argues that entrepreneurs need to overcome the fear of the unknown and embrace risk-taking.

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http://www.accountingweb.com/community-voice/blogs/imayp/the-importance-of-taking-risks-in-life

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