

## ENTREPRENEUR WARNS MONEY IS WORTHLESS

THE SERIAL ENTREPRENEUR who founded one of the UK's most innovative media companies is warning others to learn from his all too costly mistake – money is worth nothing.

Stephen Kirk, 56, explains: "I began to value money and success above everything else. I judged myself, my peers by it. Even when my weight plummeted to seven stone, I carried on. I just had to work, to succeed. To have more. And of course it could never last."

Kirk created one of the UK's largest telephone information companies with services ranging from horoscopes to TV phone-ins. And then just days after he concluded a major deal with a media conglomerate Kirk was diagnosed with colon cancer. And it acted as a dramatic wakeup call. "While I can never be sure it was a direct result of my actions, I know they were certainly a major contributing factor. And it made me realise how far I'd strayed from my original goals. I'd started off determined to do business with integrity, but I'd become embroiled in politics, deception and greed. In short I'd become anything but an enlightened businessman."

Kirk is hoping his book: "Enlightened Business: Making a Living Without Selling Your Soul," will help others learn from his experiences. In "Enlightened Business" Kirk argues that post-credit crunch a different approach to trading is not just good practice – it's essential business.

He continues: "Today's crisis is proof that business based on money alone results in failure and unhappiness. It's unsustainable. Business, like life, is all about what you value. You can only 'take' for so long, and then everything starts to fall apart."

Kirk is now a Master NLP Practitioner with One Life Partnership, as well as still being actively involved in commerce. He is a non-executive director of Shine TV Group and chairman of Mobile Commerce. He is now also planning to act as an Enlightened Business coach to both companies and individuals in need of help.

“Enlightened Business” uses case studies and personal examples to help founders, entrepreneurs and senior executives make a contribution to the world. If they can understand the true role of life then they’ve got a chance of a better understanding of business.

Kirk explains: “Business isn’t all about the money, it’s about sharing your fulfilment with your customers, suppliers, shareholders and employees alike. Once you realise business is about connecting, you will feel uplifted.”

“We should be living a life that honours our values. And business should be a major part of that life,” he said.

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