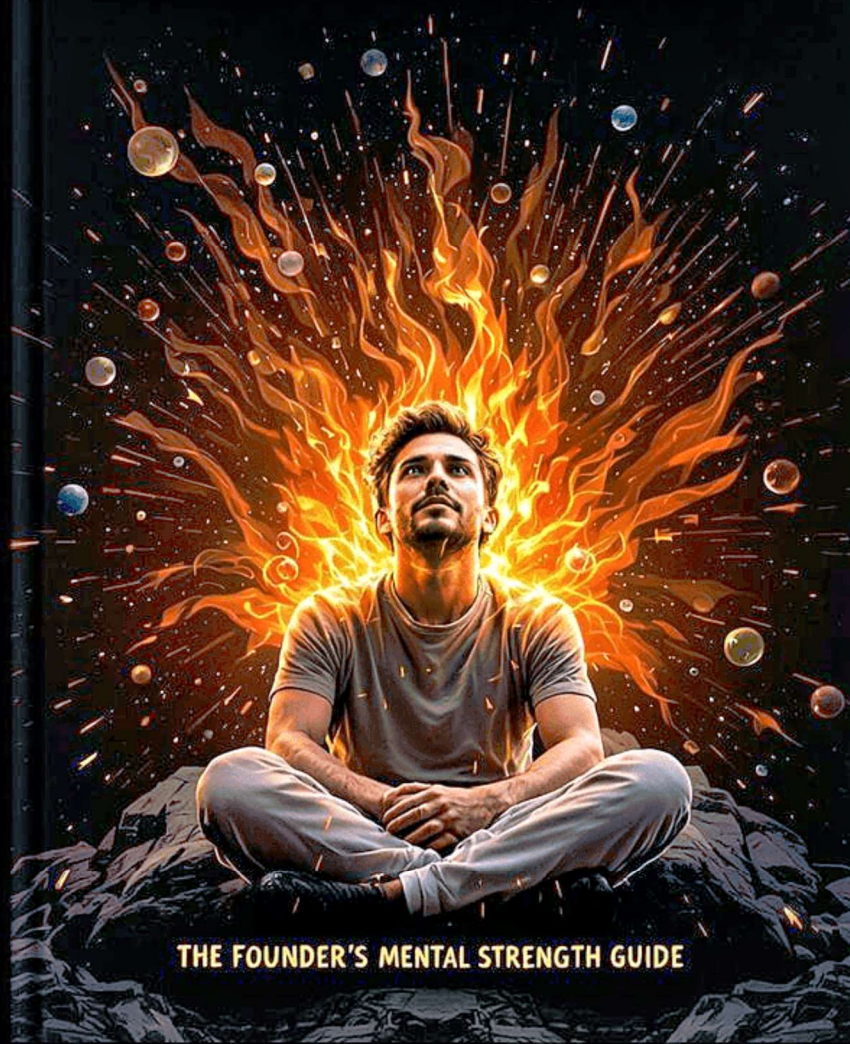


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UNBREAKABLE



THE FOUNDER'S MENTAL STRENGTH GUIDE

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Unbreakable: The Founder's Mental Strength Guide

G. Keith Engelhardt A.S., B.S., MYT

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About the Author



Keith Engelhardt A.S., B.A., MYT

Keith helps you or your organization "evolve" and reach your highest potential and success – to achieve the success and life fulfillment you deserve.

He does this because too many people struggle with success and fulfillment. Think about it, did you have any courses on success in school, or in life? What's that costing you?

So, why not learn evidence-based achievement and success principles that accelerate and exponentially increase your success?

Keith is the Founder and CEO of NeuroYoga.Zone™ and Sawatch Solutions— a provider success, self-improvement, and wellness products and services for you or your organization.

Keith is a member of the American Institute of Stress, the Wellness Universe, and the Global Entrepreneur Network. He is a past member of the Montgomery County Prevention Coalition and its Mental Wellness Subcommittee, a local and national member of the American Society of Training and Development, the Institute of Noetic Science, and the C.G. Jung Institute of Chicago, and the California Yoga Teachers Association (CYTA).

His core values are to: evolve, learn, teach, create, problem solve/help. His life philosophy is to "Develop his highest potential".

In addition, he is a certified "Yoga2Life"™ Mentor Life Coach, and has a certificate in Neuroscience & Yoga in the Treatment of Complex, Developmental, or Repeated Trauma." He also has experience with yoga and the treatment of anxiety and depression. You can trust Keith to guide you to the awakening of your potential and possibilities with meditation, mindfulness and yoga.

As a Master Yoga/Meditation/Mindfulness instructor (1000+ hours) and he has committed several decades to helping people release and reverse the impact of stress in their lives. He has been teaching Hatha Yoga, Meditation, and Mindfulness for over 40 years at Dayton area businesses and institutions including Montgomery Co. Career Technology Center, The Dayton Heart Fitness Center, and Premier Health's Samaritan North Wellbeing Center. He has also taught yoga to the touring cast of CATS™.

His core values are to: evolve, learn, teach, create, problem solve/help. His life philosophy is to "Develop his highest potential".

Authors Note:

I would like to thank Diana M. Joice and Marti Smith– the cofounders of Disruptive Rebels for the inspiration and nudge to author this book. Their efforts seek to motivate fellow entrepreneurs to “Take Flight with Your Start-Up: From Idea to Success”.

Many thanks are expressed to all the mentors, teachers, and individuals that have crossed my path and contributed to my knowledge, evolution, and the continued development of my potential.

My hope is that the content in this text will inspire and serve you in your life and entrepreneurial journey.

G. Keith Engelhardt A.S., B.S., MYT

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Chapter 1: The Hidden Terrain of Entrepreneurship



"Success is not how high you have climbed, but how you make a positive difference to the world." - Roy T. Bennett

The Startup Rollercoaster: More Than Just a Business Journey

Imagine standing at the edge of a cliff, about to jump—not with a parachute, but with nothing but your vision, determination, and an idea that keeps you awake at night. Welcome to entrepreneurship.

The journey of entrepreneurship is indeed a thrilling yet unpredictable rollercoaster ride. As you prepare to leap off that cliff—your heart racing, mind buzzing with possibilities—you're not just embarking on a business venture; you're diving into a realm of personal growth and self-discovery. Here, you'll encounter exhilarating highs, gut-wrenching lows, and everything in between. But remember, every twist and turn of this rollercoaster is an opportunity waiting to be seized.

Embracing entrepreneurship means embracing the challenges that come with it. Every setback can be a stepping stone, and each failure can provide invaluable lessons that shape your path forward. The resilience you'll cultivate is a powerful tool, equipping you to face hurdles with newfound strength. Importantly, your journey is not just about numbers and profits; it's about the impact you can create. With each small victory, you inch closer to that dream, not only shaping your own life but also inspiring others who carry similar aspirations in their hearts.

If you take that leap, rust in your vision and your ability to turn passion into purpose. Surround yourself with a supportive network of fellow dreamers, mentors, and believers who can amplify your journey. While it may feel daunting at times, the joy of navigating the twists and turns of your startup experience can lead to profound personal fulfillment. The world needs more dreamers like you—individuals ready to take that leap of faith and carve out their unique space in the entrepreneurial

landscape. Embrace the rollercoaster; it's more than just a business journey; it's your chance to change the world.

Real Talk: The Unseen Challenges

Sarah Martinez remembers her first startup like it was yesterday. "I thought having a brilliant idea meant guaranteed success," she laughs. "What I didn't know was the emotional marathon I was about to run."

The Stark Reality

Numbers don't lie, and they tell a compelling story about founders' mental health:

- 49% of entrepreneurs experience mental health challenges
- Depression affects 30% of startup founders
- Anxiety disorders impact 27%
- Founders are 2x more likely to experience bipolar disorder

The stark reality of mental health among entrepreneurs is alarming, with statistics revealing that nearly half of all founders face mental health challenges. These numbers — 49% experiencing challenges, 30% dealing with depression, and 27% suffering from anxiety disorders — paint a vivid picture of the mental health crisis that pervades the startup ecosystem. Yet, while these figures speak to a pressing concern, they also highlight an opportunity for change and greater support within the entrepreneurial community.

Acknowledging the mental health struggles faced by founders is a crucial first step toward fostering a culture of openness and support. Entrepreneurs often work under immense pressure, juggling numerous responsibilities while striving to bring their visions to life. This can create a breeding ground for stress and anxiety. However, bringing these discussions to the forefront can empower founders to seek help, share their experiences, and create a network of support. It's essential to remember that mental health is an integral part of overall well-being, and there is no shame in prioritizing it.

The knowledge that founders are twice as likely to experience bipolar disorder prompts us to rethink how we approach mental resilience in our startups. By encouraging regular mental health check-ins, promoting work-life balance, and providing access to professional resources, you can create an environment where as a founder you can thrive both personally and professionally. Let's turn these troubling statistics into a movement for positive change — a movement where seeking help is not just accepted but celebrated. You can build a healthier, more sustainable future for entrepreneurs everywhere.

Mental Health: Your Secret Startup Weapon



Myth: Mental health is a weakness



Reality: Mental health is your strategic advantage

In the fast-paced world of startups, there is an alarming myth that often goes unchallenged: mental health is a weakness. This misconception not only stigmatizes those who struggle with mental health

issues but also undermines the potential of founders, teams, and innovations. In truth, mental health is not a liability; it is, in fact, a strategic advantage that can propel your startup to success.

Healthy minds lead to enhanced creativity, improved problem-solving, and better decision-making. When entrepreneurs prioritize mental well-being, they cultivate resilience—the ability to bounce back from setbacks and learn from failures. This resilience is crucial in navigating the unpredictable landscape of the startup ecosystem, where challenges and uncertainties abound.

Adopting a culture that prioritizes mental health enhances teamwork and collaboration. When team members feel supported and understood, they are more likely to contribute their ideas freely and engage wholeheartedly with the business's mission. This not only fosters a positive work environment but also drives innovation, allowing your startup to stand out in a crowded market.

Investing in mental health initiatives pays dividends in employee retention and productivity. Companies that prioritize mental well-being see lower turnover rates and higher employee satisfaction. A motivated and mentally healthy workforce is not just an asset; it's a catalyst for growth.

So, let's flip the narrative: mental health is not a weakness—it's your secret weapon. By recognizing its value and integrating mental health practices into your startup's core values, you can harness a powerful, competitive advantage. Embrace mental wellness, foster an inclusive environment, and watch your startup thrive!

The Psychological Toolkit

Entrepreneurship isn't just about spreadsheets and pitch decks. It's about:

- Emotional resilience
- Psychological adaptability
- Self-awareness
- Stress management

Successful entrepreneurship relies heavily on psychological strengths. Emotional resilience helps entrepreneurs learn from failures and maintain a growth mindset. Psychological adaptability enables quick pivots in response to change. Self-awareness allows entrepreneurs to leverage their strengths and address weaknesses effectively. Strong stress management skills help maintain clear thinking under pressure.