

# Sandiaga S. Uno: Wanting to be Successful, Never Give Up

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Becoming a successful person is everyone's dream. But to become successful is not a piece of cake. It requires hard work and tough mind.

"Success can only happen through hard work, never giving up. If we cannot face failures, it would be difficult to succeed. That is so true if you want to become a businessman," said Sandiaga S. Uno., a young Indonesian businessman who is owner of Grup Saratoga and Recapital on Friday (5/10) when giving a guest lecture in Auditorium of MM UGM.

In his opinion, success is a complicated thing as it cannot be achieved easily in one step. "Success is complicated, full of trials, failures, challenges or disruptions," he said.

In front of hundreds of students of MM UGM, Sandiaga said that to become a successful businessmen have to be innovative, keep developing ideas and thoughts that are obviously not the general mindset. Also, entrepreneurs have to be optimistic with positive thinking in facing challenge and change. "Entrepreneurs have to have clear vision and see change as opportunity rather than threat," he explained.

Sandiaga Uno recounted his experience that in doing business, he often encountered failures. To convince his client, he had to see the client 15 times, for example, until the client gave him the chance to cooperate with him in doing the business. "I approached my client 15 times and I kept failing. Then he gave me another chance to meet in the lift for 3 minutes. I convinced him of the idea to restructure the company. If this failed, I wouldn't ask for a payment. It appeared that he accepted my idea," he revealed.

Sandiaga Uno said that of this lesson, he learned how to achieve success, which is always learning from mistakes and failures. "Of that failure, we can learn other ways to be successful, trial and error and never give up," he concluded.

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