



THE **I**N TEAM

Principles of Leadership
That Defy Convention

AKEEM BOURNE

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AKEEM BOURNE

About the Author

Akeem Bourne is a catalytic leader and serial entrepreneur. His passion is to equip you with tips, tools and techniques to take your business to the next level, and help you unlock the leader within! He is a graduate of the University of the West Indies, Barbados—attending the Cave Hill campus as an Entrepreneurship major—awarded the accolade of *Top Entrepreneur* by that institution's Entrepreneurial Development Program for his acumen and entrepreneurial DNA.

Introduced to the industry of network marketing in 2013, Bourne was a quick study and applied many of the lessons he had learned during a decade as a self-starter. In his first year of the industry, he became one of the youngest international top money earners in his company. His professional approach to leadership and team work helped him to co-found *The Takeover* in 2014—an organization built on the principles of vision, professionalism, determination, integrity and long-term strategic team building. The Takeover team's vision is to routinely mentor and produce top income earners in the Direct Sales and Network Marketing Industries.

Bourne has built organizations of thousands and has helped inspire tens of thousands around the world to go after the lives of their dreams. He believes that through faith, hard work and persistence, ALL things are possible!

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Endorsements



Akeem is a cheerleader to those he interacts with. He makes those around him feel as though they can achieve their dreams and I believe that's when he is the most influential. He's not only interested in his journey to greatness but supporting, encouraging and aiding in the journey of others. It's in this way that he has impacted my journey as an individual. He offers words of encouragement and constantly has a "can do" attitude to the biggest of dreams.

Leah Turton
Managing Director at The Spanish Academy

They're a few things that inspire and really encourage me where Akeem Bourne is concerned. These include his resilience in executing the tasks that are before him, his self-motivation and tenacity when a plethora of other things may be going on around him, along with his ability to keep up with the trends in his industry and those directly related to business and leadership.

Christopher Millar
CEO of Barbados Job Spot

Akeem is a guy who embodies one of my core values which is integrity. For this very reason it was easy to accept him not just as a friend but true leader I look up to in business and life. Even though he is younger, I continue to be intrigued and inspired at his natural ability to influence not just myself, but people of all ages around him to become more.

Gavin Robinson
Lifestyle Entrepreneur

One of the biggest shifts in my life came when I first met Akeem Bourne at a presentation. I always wanted to be an entrepreneur but his level of thinking was unfamiliar and unheard of to me and I immediately took a liking to that. The person I am today is heavily impacted directly and indirectly from his teachings.

Damien Lorde
Entrepreneur, Founder of Fit Foods Catering

Akeem is truly an honest straightforward man who is always encouraging me to challenge myself and take my business to the next level. He has given me new insight to things; not only in business but life lessons. His approach to training is very unique, and I think that is what has made him so successful.

Sheena Coppin
CEO of Spice Caterers

Akeem is a unique individual who knows how to inspire, I've been blessed by his leadership, in which he has introduced new ideas that have taken my personal life and business to another level.

Sammawah Downes
CEO of Party Caricatures Barbados

If I had to sum up Mr. Akeem Bourne using one word, it would be: Legendary. There is a rich anointing to bring increase and wisdom beyond his years for entrepreneurship upon his life. With a relentless passion to see people live in financial freedom, he inspires all whose paths should cross his in a major way, including mine. Without a doubt, I know that his endeavors will succeed and he will continue to help many walk in prosperity.

Jalisia Boxill
Empowerment Speaker / Purpose Coach / Image Consultant



Preface

Growing your own business can be an incredible experience, but it can never compare to the experience we gain from growing ourselves and expanding our capacity as leaders. Having been in traditional business from the age of seventeen and experiencing a few successes and failures, I have noticed that without a good understanding of basic leadership principles, there will always be a lid on your personal growth and the growth of your business.

I wrote this book with the intention of helping entrepreneurs, despite the industry they may be in, and although the leadership principles are gleaned from network marketing, I truly believe they can be successfully applied to any small business owner or entrepreneur looking to scale their business and take it to the next level. Have fun reading, and if you find the principles useful, don't hesitate to share them!



“Unlock
the LEADER
within!”

Introduction

Leadership development is one of the most important components in building a successful Network Marketing business. Your ability to become the kind of leader who identifies and develops potential leaders into their own greatness, will be the determining factor for the level of success you achieve as a Professional Network Marketer.

The principles I am going to teach you in this book are the ones I would have learned after studying six and seven figure income earners in our industry. I can safely say that because of my application of these principles, I have been able to move into the Top 1% of my current company and help many people in the Caribbean succeed in the industry of Network Marketing. I truly believe this book can give you the tools necessary for building a much larger and more successful business. Let's take a look at the principles and break down how to apply them.



*“ You set the standard
and create the
culture... ”*