

Know What You Want, Believe You Can...And Then Do It



TRENT DYRSMID, FOUNDER & CEO

Sometimes if you want to understand what a company represents, you have to get to know who's guiding it. In the case of Dyrand, there is a lot of insight to be uncovered in an introduction to its founder and CEO, Trent Dyrsmid.

Conceived by Trent's entrepreneurial spirit and driven by his love of a challenge and persistence, Dyrand is, in many respects, a reflection of Trent's approach to living. As passionate in his approach to entrepreneurship as he is in his love of downhill mountain-biking or race-car driving, it's easy to see the parallels between these seemingly disparate interests: all involve intense challenges, pushing boundaries and relying on determination and personal strength to achieve success.

For Trent, with Dyrand and in life, everything boils down to the attitude you choose. "Success comes from focus, determination and hard work. You have to know what you want, believe you can, and then do it" says Trent. "Having the right attitude gives you the fortitude to push on—failure is only a challenge to do it smarter next time—and giving up is the only sure way to avoid success," he maintains.

Knowing that there is always room for improvement, Trent is a dedicated believer in the value of mentorship. Whether mentoring others himself, or developing mentoring relationships with his CEO peers further along the curve, the exchange of wisdom and knowledge is invaluable. The opportunity to grow, accept critique and learn from the mistakes and successes of others is something that can't be found easily elsewhere.

Trent's passion for entrepreneurship—and just about everything else—is guided by one key idea: owning the results of your efforts. Keeping things challenging means always being able to take pride in your success.