

Susumo Azano Rallies Entrepreneurs Against a Common Enemy

Written by Australian Business

PHILADELPHIA, PA, October 08, 2013 **/24-7PressRelease/** -- After delving into the entrepreneurial world for many years, magnate Susumo Azano knows what to expect. He has been through the trials and tribulations that most entrepreneurs face. One major obstacle he and many others have faced is exhaustion. Running a business is never easy and requires hard work, commitment, and strong desires to achieve a goal. While some entrepreneurs pace themselves so as not to experience burnout, recent studies have shown that this is the opposite practice to uphold.

An [article](#) on www.entrepreneur.com stated that an entrepreneur's worst enemy is being comfortable or satisfied with his or her current status. People who are always thirsty for advancement see more success in the long run. The reason for this is because they continuously push themselves to achieve more. They understand that society is constantly changing. In order to survive, businesses must change with the demographic.

Susumo Azano notes how some entrepreneurs have been stigmatized because they work too hard. In reality, there is no such thing as working "too hard" in the business world. People with strong ambitions set themselves apart from everyone else. They are the ones who are never satisfied with their efforts. Successful entrepreneurs realize that they have outstanding potential that they must always push towards.

Settling and becoming comfortable with a business model can be detrimental to an entrepreneur's goals. Some magnates in the past who have settled stated that the only reason they slowed down was because they wanted to avoid burnout. These entrepreneurs of the past have confused burnout with loss of motivation. The only businesses that thrive are the ones that continuously grow.

A common goal shared by amateur entrepreneurs is to become comfortable. These young magnates start a business with the intent of sustaining a mediocre life with enough profit to live comfortably. This is a crucial error in the industry. While it is okay to be comfortable once in a while, it should never be the plateau for entrepreneurs.

Susumo Azano states, "It's okay to relax temporarily when you make a big break. Take a weekend off to enjoy your efforts. But come Monday, you should be charging into a new challenge. Never let your business become stagnant. Companies that stop improving will fade away into a business graveyard. If you ever feel comfortable during a business endeavor, make yourself uncomfortable. Set some new goals for your business. Try to acquire new partners and customers. Just make sure that you never, ever stop challenging yourself."

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The entrepreneurial spirit is kept alive by always reaching for more. When a magnate stops reaching for higher achievements, they risk falling into failure. Susumo Azano succeeded in his entrepreneurial endeavors by constantly seeking challenges to pull himself out of the comfort zone.

ABOUT:

Susumo Azano is an entrepreneur noted for his contributions to the Homeland Security businesses of Mexico, Latin America, Europe, and the Middle East. He acted as Chairman for STDi, a company that produces unique technological Homeland Security solutions. This business designed and constructed several major components that revolutionized the industry. Susumo worked in various other companies throughout his lifetime as well. He worked as a general manager at Grupo Azano from 1984 to 1994. He was also the Chairman and CEO of TDI, which developed middle class homes. To this day, Susumo constantly strives to further his business expertise.