

ARIANNA HUFFINGTON

STUDENT NAME: **Andrea Lester**

STUDENT NUMBER: **1912330**

PROGRAMME: **MBA**

Module Code: **LCMB7004**

MODULE: **Entrepreneurship**

Lecturer: **Vasilios Tavlaridis**

FOUNDATION OF ENTREPRENEUR:

Arianna Huffington is a 72-year-old Greek/ American successful entrepreneur, her net worth currently stands at \$110million. She is known as the cocreator and former executive editor of the famous news website (Huff Post). After the successful foundation of this online news channel, Arianna decided to publish a sequence of books, with the latest one being (The Sleep Revelation). She is also the CEO of her most recent endeavour (Thrive Global) a wellbeing forum (Career Addict , 2022). She has also invested in companies such as uber taxi service, and superhuman, Expanse and change which are software companies and social media platforms (Crunchbase, 2023).

MOTIVATIONS:

- A desire to create something new that benefits humanity in a positive way.
- A Passion to make a difference to people’s lives.
 - Being appreciated as an influencer
 - Recognition for her contributions to the world.
- Turning good and bad encounters into something positive.

BACKGROUND OF VENTURES:

- Arianna’s first project Huff Post was created due to her passion as a young child, to design a news platform, where unpaid bloggers and staff writers could publish their work. Arianna made this happen by collaborating with Kenneth Lerer and John Peretti and Andrew Breitbart. In the first year Huff Post grew rapidly and in the first year earned a revenue worth \$5million. From soft book, a Japanese global corporation (Business Chronicler, 2022).
- Arianna’s second goal was to publish a series of books after she experienced a serious case of burnout, leading to her being hospitalised. Arianna took note of her situation and decided to take time out to recover. Throughout this time, she had written and launch 2 books, called Thrive and The sleep revelation, which both demonstrate the importance of good health and well-being (Emeritus, 2022).
- Arianna’s latest business endeavour is Thrive Global, a well-being website designed to support members of the public. The company’s goal is to transform the way society behaves and lives. The enterprise aims to do this by presenting organisations and members of the public with science- based solutions to reduce stress and burnout and improve wellbeing as well as capacity (Growth Hackers, 2023).

IMPACTS:

Huff post influenced society in a positive way, people from all over the world could gain access to the website. The platform was specifically designed for individuals who wanted to publish news articles but was unable to do so anywhere else. By providing this website I believe Arianna encouraged, motivated and inspired upcoming journalist/bloggers.

The sequence of books Arianna published; I imagine impacted people internationally; all her books are related to health and well-being based off her own real-life experiences. Which is a good thing people feel connected to her and look up to her as she has been through many trials and tribulations and has come out the other side. People can trust her judgment and advice.

The creation of thrive global acts as a guideline for organisations and members of society. to avoid stress and burnout. This guidance is very useful if we all followed Arianna’s method the world would be a much happier healthier place .

JOURNALIST



(Huff Post, 2016).

AUTHOR



CEO



SKILLS:

- ✚ Passion
- ✚ Creativity
- ✚ Confidence
- ✚ Commitment
- ✚ Flexibility
- ✚ Usefulness
- ✚ Good leadership
- ✚ Enthusiasm
- ✚ Motivation

REFERENCES:

Business Chronicler (2022) Arianna Huffington Bio What is Her Success Story Available at: <https://businesschronicler.com/business-bios/arianna-huffington-bio/> (Accessed: 18 June 2023).

Crunchbase (2023) Arianna Huffington. Available at: <https://www.crunchbase.com/person/arianna-huffington> (Accessed: 03 July 2023).

Emeritus (2022) Learn from Arianna Huffington’s entrepreneurial journey at The Huffington Post. Available at: <https://emeritus.org/insights/learn-from-arianna-huffingtons-entrepreneurial-journey-at-the-huffington-post/> (Accessed: 18 June 2023).

