

Darin Olien: Determination and attitude are key to entrepreneurship



Darin Olien, the renowned environmentalist and superfood expert, shares the importance of a vision for entrepreneurship at INCmtty 2021.

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DARIN OLIEN & PHOTOS TAKEN DURING BROADCAST

Following his instinct to discover exotic foods and medicinal plants from around the world led environmentalist [Darin Olien](#) to become a **wellbeing specialist and entrepreneur**.

After bringing these ideas together, the American also became **a business owner, television presenter, and best-selling author**.

***"Innovation and entrepreneurship** are the essence of what took me to mountain tops and into jungles in more than 40 countries, sometimes in the middle of nowhere, searching for what I was passionate about.*

“I knew from that curiosity that I could help people with their bodies so they could deal with challenges in their lives,” he said during his talk at [INCmtty](#) 2021.

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After sharing his health experience on [The Darin Olien Show](#) podcast, the environmentalist was contacted by actor [Zac Efron](#) and they then worked together on a project for [Netflix](#).

In [Watch Down to Earth with Zac Efron](#), released in 2020, the artist travels the world exploring **healthy and sustainable lifestyles** with Darin Olien.

*“I didn’t need anyone to do anything. I was looking for **what mattered to me**. The space you come from and **the attitude** you have creates the **bridge** others can cross to get to where you are.*

*“If people don’t agree with your truth, that’s OK. You don’t have to do things that don’t echo what you want to do. You want people to **come** to you for the **right reasons**,” he explained.*

Keys to having the “superlife”

[Olien](#) shared his vision for a new perspective on **health and wellbeing** in a talk entitled *“Wellness innovation and educational resources: the truths behind someone’s everyday choices.”*

*“**Superlife** is giving your body the **tools it needs**, such as sleeping well, eating right, and doing good things. Respect your body because it’s the one you were given,” he pointed out.*

Darin Olien explained that **when we align our bodies** and **give them the correct fuel**, then we're **providing them with the energy and vitality** needed for the **rest of our lives**.

Behind the Scenes. [#DownToEarth](#) [#Netflix](#)
pic.twitter.com/hmO7Lvv6zZ

— Zac Efron (@ZacEfron) [July 17, 2020](#)

According to the superfood expert, another key to a superlife is **taking responsibility** for the things that can affect life itself, which is why he urged people to develop **new habits**.

*"Most of your life **depends on you**. Many people don't want to hear that. They don't understand that in order to have a great life, they need to take **responsibility for all of it**, for everything," he said.*

For the INCmty speaker, **20%** of our bodies **is genetic**, and the remaining **80%** is the result of **the decisions** that each person makes and, **in his opinion**, **"habits cause health or disease."**

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Another issue that Olien cited as necessary for a **"superlife"** is **attitude** which, in his opinion, means **not seeing oneself as a victim** and looking for **opportunities**.

"I could be a victim and complain about everything, or I could look for an opportunity.

*"(In addition,) attitude is everything. A bad attitude **can affect your body and physiology**. Life allows you to be yourself when you align some of your pillars around health and attitudes," he explained.*

Staying healthy, hydrating yourself, and balancing oxygen levels are other tips for how to have a **superlife**, from the author of *SuperLife: The 5 Simple Fixes That Will Make You Healthy, Fit, and Eternally Awesome*.

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The INCmty entrepreneurship festival

[INCmty](#), organized by [Tec de Monterrey](#), is the largest entrepreneurship festival in Mexico and Latin America. This year's festival has more than **15,000 attendees, around 170 activities, and more than 200 speakers**.

The list of more than 200 [speakers](#) was headed by Maye Musk, writer and mother of businessman Elon Musk; Brad Feld, Co-Founder and Partner of Techstars, Foundry Group.

According to **Josué Delgado**, INCmty director, the festival gives entrepreneurs the opportunity to be inspired by great examples, as he says:

"Many people come here who want to create, change, and transform things."

The ninth festival was held virtually from November 8 to 10. For the first time, the event has a **guest country** to create partnerships with participants: **Canada**.

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