

Four keys to starting a productive business without burning out



Mexican businessman Simón Cohen puts forward a clear idea: working longer doesn't guarantee better results; working with wellbeing does.

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In the world of entrepreneurship, where success is usually measured by hours worked, accelerated growth, and personal sacrifice, **Simón Cohen** proposes a different vision: **you don't need to suffer to achieve extraordinary results.**

From the [incMTY 2026](#) stage, the entrepreneur and founder of **Henco Global** and investor on *Shark Tank Mexico* shared a series of lessons on **leadership, organizational culture, and performance** in his *Keys to Improving Productivity* talk.

His approach is based on a clear premise: **high performance isn't a byproduct of exhaustion** but of clarity, balance, and organizational design.

And it's not just a theory. It's a way of living and working that he himself had to learn the hard way.

Simón Cohen shares his philosophy of High-Performance Happy People: The Sustainable Productivity Model at incMTY 2026. Photo: Antonio Tovar



1. High performance without suffering: A new mindset for entrepreneurs

One of the most deeply rooted ideas in the world of entrepreneurship is that **working longer hours generates better results.**

For many business founders, **extreme effort** has become synonymous with commitment.

However, **Simon Cohen** explains that this approach leads to **burnout, poor decision-making, and a loss of strategic focus.**

And he proposes a shift in mindset: **high performance isn't a byproduct of suffering but of the way in which you work.**

“Companies aren’t places for suffering. You can come here and have a good time, while being the best at what you do.”

From his experience as a high-performance athlete, he explains that **discipline continues to be fundamental**, but it must be **accompanied by wellbeing to be sustainable over time**.

“We’re corporate athletes and high corporate performance doesn’t appear from nowhere. It comes from training, working, and mental rehearsal.”

“Life is too short to only be happy on weekends.” - Simón Cohen

2. Productivity: Why is rest also a strategy?

Another mistake the businessman mentions, which is common in the **entrepreneurial ecosystem**, is **confusing productivity with an overloaded schedule**.

Cohen argues that **true productivity** doesn’t come from exhaustion but from **mental clarity**, decision-making, and the ability to sustain execution.

“Why can’t we arrive well rested, well respirated, well fed, well meditated, well mentally rehearsed?”

According to the businessman and author, **rest is not wasted time, it’s preparation for higher performance**.

Ignoring this dimension has direct consequences for business: *“Suffering brings pain. That condition brings low productivity”*.



Simón Cohen, Tec graduate and founder of Henco Global, shares his vision on leadership, productivity, and wellbeing in business at incMTY 2026.

Photo: Kevin Chaires

3. Leadership: Serving instead of commanding

During the growth stage of any *startup* or company, **leadership is a critical factor**, but Simon Cohen warns that many organizations continue to operate under **hierarchical models** that **limit the team's potential**.

"A leader is someone who brings out the best in others, and that inspiration lasts even in their absence."

According to Cohen, **leadership is not about controlling** or centralizing decisions, but **about creating the conditions for others to grow**, for which he proposes **inverted leadership**.

This is a model where the traditional hierarchy is inverted. Leaders and managers must dedicate themselves to "*serving*" those who really "*score the goals*," the frontline employees who interact with customers and suppliers.

He also proposes **creating diverse teams**. For him, it's important to surround yourself with and hire people who are better than you, who challenge and teach you in order to grow collectively and transcend as a society.

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4. High-Performance Happy People: The sustainable productivity model

Based on these tips, Simon Cohen has created a philosophy that integrates **high performance with wellbeing**, which is key for entrepreneurs seeking to scale without burning out in the process.

This approach is based on four pillars:

- ***Wellness (Physical Wellbeing):*** Being physically well is crucial for performance. That includes eating well, sleeping well, and exercising.
- ***Mindfulness (Mental Wellbeing):*** Being calm, focused, and also in a state of gratitude. “Not everyone who is happy is grateful, but everyone who is grateful is happy.”
- ***Happiness (Work and Personal Happiness):*** You should enjoy your work; if you're not happy, you should look for another job. “Life is too short to only be happy on weekends.” “Helping others is also a source of true happiness.”
- ***Ataraxia (Living in the Present):*** the absence of fear. The past causes depression; the future generates anxiety. It's essential to live in the “here and now.”

“Happiness is the new wealth, inner peace is the new success, health is the new patrimony,” said Mexican businessman, Tec graduate, founder and CEO of Henco Global, and investor on *Shark Tank Mexico*.

He's the author of the book *Pleno* (Fulfilled), where he promotes a leadership model based on well-being, purpose, and high performance.

Before his business career, he was a high-performance swimmer, an experience that shaped his vision of discipline and resilience.

Students and entrepreneurs listen to Simón Cohen's talk on leadership, productivity, and wellbeing during incMTY 2026. / Photo: Kevin Chaires



About incMTY 2026

incMTY is [Tecnológico de Monterrey's](#) entrepreneurial festival, which is celebrating its thirteenth year in 2026 **from March 17 to 20.**

Over four days, the **Tec's Monterrey campus and the Autonomous University of Nuevo León** become a meeting point for **entrepreneurs, investors, innovators, and AI experts.**

The festival brings together the main players in the ecosystem through **over 200 activities** including talks, panels, networking opportunities, and meetings between founders and investors.

What's more, **Japan is featuring as the guest country** this year, adding an international perspective to the exchange of ideas and collaboration.

According to **Juan Pablo Murra**, Rector of **Tecnológico de Monterrey**, the purpose of the gathering can be summarized in three actions: **innovate, connect, and build.**

"The challenge over the coming days is to find new, disruptive, innovative ideas that connect".

YOU CAN READ ABOUT SIMON COHEN'S STORY HERE:

