



HOW 'THE ENTOURAGE' IS HELPING 20-YEAR-OLD WIL MASSARA EMPOWER THE LEADERS OF THE FUTURE

20-year-old high school dropout Wil Massara believes that “age does not determine your ability to achieve great things.” By age 15, he’d become frustrated with the lack of leadership training at his school and decided to launch [Youth Leadership Academy Australia](#) (YLAA) - Australia’s Number 1 for-youth-by-youth school leadership program provider.

When asked what inspired him to found YLAA, Wil says, “The education system must start taking greater responsibility for teaching the skills of life, including resilience and leadership. In an ideal world there would be no demand for YLAA. The expectation that these things are taught at home is just not true for so many young people.”

“Young people need a greater seat at the table, 40% of the population is under 30, and 100% of the future is under 30. Yet there is rarely any meaningful consultation done with our generation from governments, schools, and policymakers.”

At first YLAA was thriving, however this all changed when the COVID pandemic hit in March 2020. For YLAA to survive the pandemic, Wil knew he needed to pivot to digital and online fast. To achieve this transformation, he enlisted the help of [The Entourage](#), Australia’s largest business coaching and training provider for 6,7, and 8 figure businesses.

Wil says “When I was living in Perth at 18, the business was just surviving week by week through COVID. I knew that doing the same thing and expecting different results was insanity, so I decided to get out of my comfort zone and book a one-way flight to the other side of the country. You don’t grow when you’re comfortable.”

“Prior to The Entourage we had worked with 50 schools, by the end of 2022 we would have worked with over 750 schools across the country in every state. We operated at 100% throughout COVID, and have grown our impact by 200% year on year. The Entourage also provided a huge community to connect with and be a part of, to keep me accountable, motivated and remind me what greatness we are creating in the world.”

Wil’s goals for YLAA for 2023 and beyond include continuing to make a positive impact on the lives of hundreds of thousands of school students from all around Australia, and to reach \$1 million in annual revenue in the next 12 months. He is so passionate about improving the mental health and wellbeing of young people that 100% of all profits produced by YLAA programs will now fund youth suicide prevention programs.

Jack Delosa, Entrepreneur, Investor and Founder of The Entourage, says “Wil is an incredibly inspiring and driven young man, and it’s phenomenal to see what he’s already achieved at such a young age. Schools and universities don’t always teach youth the skills they need to succeed in business and life, and so it’s easy for young people to become disengaged and feel demotivated. It’s for this reason that I dropped out of university at age 18 to pursue my very first business venture instead.”

For entrepreneurs and business owners looking to accelerate their business growth exponentially over the next 12-months, Jack shares the following advice:

1. **Adopt a focus on revenue-generating activities:** Entrepreneurs should be focusing 80% of their time and efforts on revenue generating activities, especially when the market is turbulent. But this is where so many go wrong. From my experience, the average business owner only spends as little as 10% of their time on this.
2. **Maximise your sales and marketing engine:** Time and time again, our members at The Entourage have come to us with an untouched and forgotten goldmine that we work with them to weaponise and accelerate their growth - an email list of people who haven't bought from them, or people who have bought from them previously, who they're not proactively or systematically speaking with and nurturing. But as soon as they start to be proactive in their communication with their audience, the revenue and profit growth is immediate.
3. **Have a plan, but be flexible:** This is the mindset that every business owner and their team needs to get comfortable with. Develop your north stars so that you and your team know where you're going, and everyone knows the role they have to play in getting there, but be clear with them - plans will change as goal posts do, and that's ok, because small-to-medium sized businesses have the advantage of pivoting and changing direction quickly (this is something that large organisations do not have).
4. **Seek out the right mentors and advisors:** Being an entrepreneur can be lonely, and no one person can know it all, so surrounding yourself with experts and industry leaders will help you feel more supported, which is invaluable. This method of connecting members with experts for personalised coaching to share strategies for success is how The Entourage has helped their members outperform the market by 300%, and generate over \$800 million in cumulative revenue in the past 12 months alone.

To find out more, visit: <https://www.the-entourage.com>

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About The Entourage

[The Entourage](#) is Australia's leading business coaching and training provider for 6, 7 and 8-figure business owners. They offer a unique personalised coaching experience that connects entrepreneurs with elite experts who have proven strategies to achieve tangible results. Founded by high-profile entrepreneur, investor, AFR Young Rich List Member and best-selling author - Jack Delosa - who has direct experience starting, leading and investing in high-growth businesses.

Since 2010, The Entourage has transformed more than 3,500 businesses in over 150 industries, built a worldwide community of 550,000 successful entrepreneurs and business owners, and helped members generate over \$2 billion in revenue.

The Entourage is the country's most-recognised brand when it comes to paving the path forward for high-growth entrepreneurs like Jane Lu (Showpo) and Aaron Smith (KX Pilates). The Entourage is on a mission to empower entrepreneurs by giving them everything they need to build great businesses and live meaningful lives.