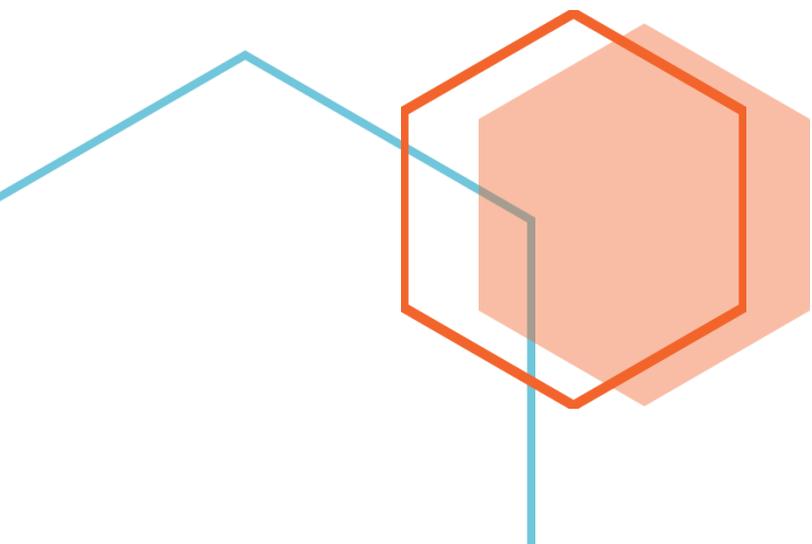




[Sir James Dyson]

[United Kingdom]

"In order to fix it, you need a passionate anger about something that doesn't work well."





Person's background

He is best known as the inventor of the Dual Cyclone bagless vacuum cleaner, which works on the principle of cyclonic separation. According to the Sunday Times Rich List 2017, his net worth is £7.8 billion. He served as the Provost of the Royal College of Art from August 2011 to July 2017 and opened a new University on Dyson's Wiltshire Campus in September 2017. Dyson married Deirdre Dyson in 1968. The couple have three children.

Dyson attended the prestigious Gresham's schools in rural Holt, North Norfolk. After graduating he went to London, where he attended the Byam Shaw School of Art for a year (1965–66) before studying furniture and interior design at the Royal College of Art (1966–70).

Brief Introduction

Sir James Dyson, (born May 2, 1947, Cromer, Norfolk, Eng.), British inventor, industrial designer, and entrepreneur who successfully manufactured innovative household appliances and became a determined campaigner to restore engineering and technical innovation to high esteem in British society.

First steps in entrepreneurship and faced difficulties

You may know Sir James Dyson as the straight-talking vacuum cleaner entrepreneur from commercials. Far from an overnight success, Dyson worked long and hard on achieving success.

His first invention was the ball barrow, a wheelbarrow which featured a single moulded wheel (or ball) made from moulded plastic, which he released in 1974.

The design for his bagless vacuum cleaner took shape after he noticed a giant cyclone used to get rid of wood dust in a sawmill. The long slow process to miniaturise the device to fit inside a vacuum cleaner took no less than 5,127 different tweaks and modifications between 1979 and 1984.

The inventor's idea was initially rejected by British retailers. The biggest problem was that people did not accept his innovation, and he slowly went into debt, while his whole family depended on his wife's income.

How and why the person has succeeded, lessons learnt

Designers and engineers need more than inventions; they need money to launch their products. And after years of hitting the pavement with little luck, Dyson was in dangerously short supply of cash. An early break came from the design-loving Japanese, to whom Dyson licensed his technology.

The first iteration of the cyclonic vacuum for sale was a lavender-and-pink upright called the G-Force, launched in 1986. Its immediate, overwhelming popularity in Tokyo sustained Dyson's efforts. But it was six more years—and a few short-lived licensing deals, patent infringements and a nasty lawsuit—before his personal *pièce de résistance*, the Dual Cyclone, was marketed under his own name.

By 1995, it was the top-selling vacuum in the U.K. His Dual Cyclones now hold the largest share of the U.K.'s vacuum market and notch almost a quarter of U.S. vacuum sales.

He considers himself an engineering lodestar. He evaluates





people, cultures and entire countries on their ability to engineer a tangible thing and their willingness to embrace new technological things engineered by others. Ask him whether he considers himself a businessman, after leading his company to financial success, and Dyson responds with an emphatic, “No, not at all. I’m a designer and engineer and maker of products.”

Lessons learned:

Failure is interesting -- it's part of making progress. You never learn from success, but you do learn from failure. Dyson started out with a simple idea, and by the end, it got more audacious and interesting. He got to a place he never could have imagined because he has learned what worked and didn't work. Failure is an enigma. You worry about it, and it teaches you something.

Present situation and tips for success

Today, the Dyson machines are in over 65 countries around the world. Dyson has grown from one man and one idea to a technology company with over 1000 engineers worldwide. But it does not stand still. At its core is an ever-growing team of engineers and scientists. More ideas. More invention.

Tips for success:

Dyson works hard when he is at work. But when he gets home, he doesn't make business phone calls or sends e-mails. He tries to get 10 hours of sleep. But he also likes living on the edge. He likes the danger, the idea that everything depends on getting that next product right in every way.

Conclusion

According to Dyson: “You mustn't be worried about what people will say about you. If you want to do something different, you're going to come up against a lot of naysayers. “