



EPISODE TWENTY ONE To Innovate, Stay Cool

WITH RICHARD PAXMAN

How do you draw passion and inspiration from family tragedy? When the matriarch of family-run Paxman Coolers Limited lost her hair to chemotherapy, the company turned its decades of cooling-industry expertise into a new product: scalp coolers for cancer patients. A hundred thousand cancer patients later, the family business has become a family legacy. Join this week's conversation as Managing Director Richard Paxman talks about preserving his family's history and keeping a cool head when life unexpectedly changes your direction.

THEMES & INSIGHTS

1. Be true to yourself—your values, your identity, your purpose—and believe in your ability to embrace change, withstand challenges, and achieve your goals.
2. Don't ever compromise your values; let them sustain your will to always do the right thing.
3. Harness your identity to discover your passion and purpose; use it as a filter to make choices that emotionally resonate with your authentic self.
4. Let your purpose fuel your confidence to endure challenges and make difficult choices when necessary.



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Richard Paxman

COMBUSTION QUOTES



"I strongly believe—perhaps my shareholders might not like it always—that if we do the right thing by the patient ... sometimes that is not commercially sensible, but ultimately it's the right thing overall. And long term it will pay dividends and be successful."



"For me, probably the biggest personal hurdle, or a couple of them, relate to not fully believing in what I do. But having confidence to take the business from where it was when I joined to where it is today ... that's a belief in yourself."



"So really embrace the change and find those bits that are positive and focus on those... And be comfortable with yourself. Generally, people like you for who you are. And don't forget that."

RESOURCES

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[RICHARD PAXMAN EXPLAINS HOW SCALP COOLING WORKS](#)