

# RUSLAN KOGAN

29 / Internet retailer; entrepreneur

The maverick of online retailing is building an empire started in his parents' garage in 2006.

• **How should an influential person act?**

People who are influential achieved this by being themselves. Everything I do is based on my own values, not what others may think of my actions.

• **Who do you look to for inspiration in life?**

If you need to look to other people for inspiration then you need to take a few steps back and reassess things. I admire great people like parents, friends and the likes of Steve Jobs, Ayn Rand and Bill Gates, but true motivation needs to come from within.

• **What do you consider to be success?**

Personal happiness ... seeing my family and friends happy; the challenge of taking on some of the world's biggest companies with kogan.com; travelling and experiencing different cultures.

• **Can you tell us something about you that not everyone might know?**

My favourite pair of shoes is my \$20 Dunlop Volleys.



# KURT FEARNLEY

30 / Wheelchair athlete

The indefatigable 'marathon man' of wheelchair sports and Paralympic champion whose most impressive feat was walking the Kokoda Track on his hands.

• **How do you believe an influential person should act?**

They need to live a life they believe in. Actively living the way they want to live. I'm not sure how influential I am, but I'm happy enough to be influencing my friends and family as much as they influence me.

• **Who inspires you in life?**

When you see someone committing themselves to something and working hard – and they have a purpose about who they are – there's nothing more infectious.

• **How do you deal with setbacks or difficult challenges?**

By understanding that they come and go. You don't measure your life by your failures or your successes. You measure it by the journey you're on. Setbacks build resilience.

• **What wise words guide you?**

As a kid my mum told me she was never going to see what I can't do, she would only see what I did.

• **Tell us a secret...**

I've worn the same pair of jocks in every major marathon I've won since 2004!



men  
OF  
INFLUENCE  
2012



LIAM  
HEMSWORTH

22 / Actor

The younger Hemsworth now has more films coming up than his more famous older brother, Chris.



*Home & Away, McLeod's Daughters, Neighbours* – Liam Hemsworth from the increasingly famous Hemsworth Family Players was following the standard route laid down for a good-looking young Australian actor. That is, until he followed his older brother Chris to Los Angeles. His first job, Sly Stallone's *The Expendables*, proved a bust when after being cast he was then written out of the script. Since then, he's appeared in the hugely successful *The Hunger Games* and has a raft of new films coming out including – wait for it – *The Expendables 2!* Bet they don't write him out this time...