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!