

# The Hass Report

A Newsletter for the friends and clients of Shawn Hass & Dustin Leniuk



Wealth Management  
Dominion Securities

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## 10 Ways Every Entrepreneur Can Adopt an Investing Mindset

Whether you're a recent college graduate thinking about starting a business or an experienced entrepreneur taking on your next venture, it's natural to feel overwhelmed by uncertainty. The future is always unpredictable. When I helped launch Dimensional Fund Advisors in 1981, the term "startup" wasn't common—but that's what we were. A few of us who'd met at the University of Chicago believed we had an idea that could make a real difference. We were ready to work hard to make that vision a reality. In many ways, that spirit still guides our work today.

Here are some of the key lessons I've learned—principles that have shaped how I approach both business and investing. They're not a roadmap, but they've helped me make decisions when the way forward wasn't clear.

- 1. Make Life Better for Others** - Success doesn't have to come at someone else's expense. Great businesses solve real problems and improve lives, building trust and loyalty along the way. The best opportunities emerge from creating value—for clients, employees, and society alike.
- 2. Build on Ideas Bigger Than You** - A company grounded in strong principles can outlast any individual. By creating a culture rooted in shared values, you build something more enduring. Focus on a mission larger than yourself, and you improve your odds of long-term success.
- 3. Only Sell Shoes That Fit** - I learned this lesson working at a shoe store in high school. Don't push products—solve problems. Understand your clients' needs, offer tailored solutions, and let them decide what works best. It builds trust and deepens relationships.
- 4. Choose the Right Path** - Business is full of decisions, big and small. That's why you need a clear framework for making choices—even when the right path isn't the easiest or most profitable. At Dimensional, we say: "Do the right thing. Do it

the right way. Do it right now." It's a reminder that quality decisions today shape your future.

**5. Control What You Can—Manage What You Can't** - You can't control markets or outside events. But you can control how you operate—your culture, service quality, and how you treat people. Prepare for uncertainty, stay disciplined, and build systems that adapt to change. That's where long-term success lies.

**6. Plan—Don't Predict** - Forecasting the future is unreliable. Instead of guessing, plan for a range of outcomes. Build resilient systems and disciplined processes that prepare you for whatever happens. Good preparation is more effective than good prediction.

**7. Be Flexible** - While principles are essential, so is adaptability. The world changes—markets shift, technology evolves, and client needs grow. Staying open to change and ready to pivot is key to staying relevant and resilient.

**8. Harness the Power of Compounding** - Success isn't about chasing quick wins—it's about making consistent, quality decisions over time. Whether it's developing talent, improving systems, or nurturing relationships, small efforts add up. Focus on thoughtful choices aligned with your values and let compounding do the rest.

**9. Tune Out the Noise** - There's always noise—headlines, trends, opinions. Staying disciplined and ignoring short-term distractions lets you focus on what matters. Thoughtful decisions made with long-term goals in mind lead to better outcomes.

**10. Cultivate Human Ingenuity** - People are the heart of any business. Great outcomes happen when people are empowered to do their best work. Attracting talent, encouraging creativity, and fostering curiosity have been some of the most rewarding parts of building a business. Just like markets, businesses thrive on ingenuity.

*Article excerpts from Dimensional Founder David Booth*

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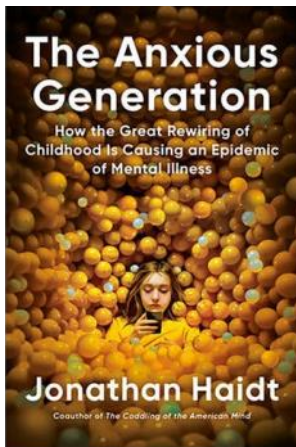
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# A Book, an App and a Website



## Book: Anxious Generation

Written by Jonathan Haidt— Explores how smartphones and social media have dramatically altered childhood, leading to rising rates of anxiety, depression, and loneliness among youth. Haidt argues for delaying phone access, prioritizing real-world play, and reforming education to restore

mental health and resilience in kids growing up in an increasingly digital world.



## App: Otter Ai

An AI-powered transcription and note-taking app that records live meetings, lectures, and uploads. It offers real-time speech-to-text, speaker identification, automated summaries, and action-item extraction, plus calendar and

Zoom/Meet/Teams integrations. Notes are searchable, editable, shareable, and support audio-synced playback.

## Website: WindowSwap – [www.window-swap.com](http://www.window-swap.com)

WindowSwap offers calming, real-life video views from windows around the world. With each refresh, users experience a peaceful, unscripted glimpse into another person’s life and surroundings—perfect for quiet exploration.

## Community

Dustin & Amy hosted a table at this years “Bringing Hearts Home” Cardiac Gala February 1, 2025 at the Agri-Food Hub Center. It was an amazing evening of great speakers and stories of people impacted by Cardiac issues. The night was a resounding success raising \$644,000 toward the overall campaign goal of \$30 million.



## Podcast



Susan Burke

Hogan shares deeply personal insights—from her mother’s difficult transition—on retirement beyond finances. She emphasizes three pillars: health, purpose, and social connectivity.

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Drawing on her scientific research background, she offers an evidence-based, practical framework for a fulfilling retirement. She and Hass collaborate on an “Inspired Retirement Guide,” reinforcing the importance of addressing non-financial needs for Canadians approaching or entering this life stage.



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## Signs around town...



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