

THE POWER GRADIENT

Inspiring Future Entrepreneurs

Shiver Caribbean LLC

Shiver Caribbean is a Bahamian-owned dessert franchise offering authentic Caribbean flavours through sorbet and ice cream, now expanding globally to share its island roots with the world.

<https://shivercaribbeanfranchise.com/>

Key Takeaways

Start with What You Have

You don't need perfect resources to begin, take action with what's available.

Invest in Yourself First

Before building a business, focus on growing your mindset and skills.

Embrace Your Uniqueness

Your peculiarity is your magic, it sets you apart in the market. Show the world your true self, that's how you unlock your destiny.

Stay Rooted in Purpose

Keep your spiritual and personal values at the center of your journey.

Protect Your Ideas

Be wise about who you share your vision with and when.

Avoid Bitterness

Don't let betrayal or envy detriment you, lead with wisdom, not cynicism.

Network Across Boundaries

Great insights often come from connecting across industries and cultures.



Connect with Melissa Darville:

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Meet Melissa Darville

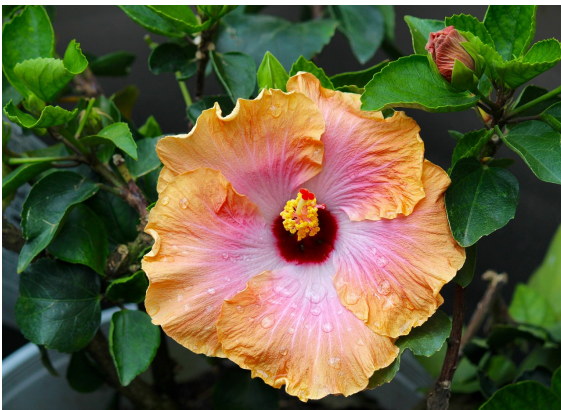
Welcome to this week's edition of The Power Gradient. In this issue, I'm thrilled to share the remarkable story of Melissa Darville, a visionary entrepreneur, educator, and founder of Shiver Caribbean LLC, a Bahamian frozen dessert franchise bringing the bold, tropical flavours of the Caribbean to the world stage. From her early days volunteering at an animal shelter, to becoming a fourth-grade teacher and eventually an international business trailblazer, Melissa's story is a powerful reflection of purpose, faith, and perseverance. She embodies what it means to rise above limitations and embrace the full potential of one's unique gifts. Her journey serves as a meaningful blueprint for those navigating the uncertain but rewarding path of entrepreneurship.

Spiritual Strength

She acknowledges that even in failure, she gained something valuable. "Each disappointment never left me empty handed", explaining how every challenge brought insight, experience, or a new contact that propelled her forward. Her resilience is deeply rooted in her spiritual beliefs, particularly the affirmation, "If it's not good yet, God isn't done yet". This mindset has carried her through tough decisions and uncertain seasons, allowing her to keep pushing forward with grace and purpose. With every new level of success, Melissa has intentionally stepped out of her comfort zone, connecting with wiser, more accomplished individuals who offered encouragement and wisdom. Instead of worrying about competition, she focuses on learning from those who operate at higher levels with integrity and generosity.

Own Your Growth

When asked what advice she would give to those just starting out, Melissa doesn't hesitate. "Develop yourself and invest in yourself". She encourages entrepreneurs to become authorities in their fields and to surround themselves with people who speak about progress, innovation, and elevated thinking. She recommends writing down a personal philosophy and evolving it as life teaches new lessons. She's also a believer that learning comes from doing, and that fear of being a beginner should never hinder your growth. She urges others to have confidence in their capacity to learn and warns against giving energy to negative voices. She reminds us that our time is sacred, our ideas are valuable, and our uniqueness is a strength. "Your peculiarity is your magic", advocating for authenticity and compassion as essential tools for leadership and success.



Wisdom Not Cynicism

Melissa's first business began with little more than an idea and the determination to act on it. "Do not be afraid to start with what you have". The desire to create and build should never be delayed by a lack of perfect resources. During the early stages, she encountered individuals who tried to siphon her ideas or undermine her vision, and she learned to guard her creativity while still remaining open to collaboration. She emphasises that betrayal and envy are unfortunate realities, but not reasons to become bitter. Instead, she urges fellow entrepreneurs to accept people as they are and to protect themselves with wisdom, not cynicism. Melissa also shares the importance of community, encouraging entrepreneurs to connect with others both locally and internationally. She believes the best insights often come from unexpected intersections, where ideas from different industries meet and transform. For Melissa, entrepreneurship is not just about profit, but about people and purpose.

Reflections and A Message to the Dreamers

Looking back, Melissa does not dwell on regrets. She practices self-compassion, reminding herself that every decision she made was the best one she could make with the knowledge, emotional state, and circumstances she had at the time. While some choices may not have worked out as she envisioned, she resists the urge to judge herself in hindsight. She shares a wise perspective that painful experiences belong in the past and should not be allowed to occupy space in the present or future. Her parting message to readers is a call to authenticity: "Be your most genuine self, unapologetically. Your purpose and your people will find you. The longer you take to show the world who you are, the longer destiny takes to arrive".