



BABSON



COURTESY: BABSON COLLEGE

Being Entrepreneurial: Practices to Develop your Entrepreneurial Mindset

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#1



STORIES

CONNECT

RUTHIE DAVIS

... Come turn dreams into reality.

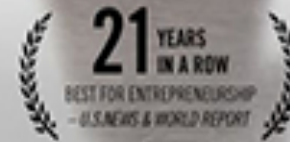
VIEW STORY



KEN ROMANZI



PAMELA A. PANTOS



THE ENTREPRENEURS

**DO YOU THINK YOU ARE
ENTREPRENEURIAL?**

**WOULD YOU LIKE TO BE
MORE ENTREPRENEURIAL?**

- **Individually-**
 - **Write down a few words or 1 sentence statement what you think it means to BE entrepreneurial**
- **In Small Groups-**
 - **Talk about what your wrote**
 - **Rank the TOP 3 words or short phrases as to what you think is most important**
- **Report out-**
 - **Each group read the statement- CANNOT REPEAT- go to the 2nd thing if your #1 was stated already**

What it means to be Entrepreneurial!!



<https://worditout.com/word-cloud/create>

Babson's Definition

- **Identifying or creating opportunities, acquiring the resources and providing leadership to create something of social and/or economic value**

**Managerial:
LEARN
ACT**



**Entrepreneurial:
ACT
LEARN**

Sara Gragnolatti





6 Steps to BE More Entrepreneurial

1. **DISCOVER** your **WHY**
2. **IMAGINE**
3. **PREP**
4. **ACT AS IF**
5. **EXPERIMENT**
6. **CONNECT**





#1- DISCOVER-

What is your WHY?

Exercise #1:

- Write down one thing you care deeply about....Something that sets you on fire, makes your heart beat, an activity you get lost in?
- WHY do you care about this?

Exercise #2

- For a week, which conversations & activities engaged and energized you? which did not? WHY?

Discover your WHY, what you care about, your purpose



#2- IMAGINE



How many uses can you **imagine** for this soda bottle? What could it be?



Imagine a new idea; envision a new solution or outcome

https://www.youtube.com/watch?v=Q0_4qFrwx_4

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#3- PREP



- Think about what your “TO DO” list is for tomorrow.
- What is the first thing on your list?
- Put “desert” first– time to think about, work on or do entrepreneurial activities

Allocate time, space and resources to act.



#4- ACT “AS IF”

- Introduce yourself
- Identify as “Entrepreneurial”
(Rehearse, Enact, Practice)

Act AS IF, and OWN your identity





#5- EXPERIMENT



- Think about the PERFECT Alarm clock!!
- What would it look like? What features?
- DRAW it!
- Tell your neighbor about your prototype
- What key assumptions need to be tested?
- How can you test for less than 200 SK?



Test assumptions and ideas, try them out, adjust and repeat



#6- CONNECT

1. Self Audit
2. Active Listening
3. Expressiveness Exercise

Are you listening?



ACTIVE LISTENING



1. Think about the **BEST** meal you ever had. In pairs, **BOTH** of you tell each other about this meal **AT THE SAME TIME**
2. One at a time, tell the story, but the listener should make eye contact, nod and smile, offer encouragement



OH!!

THE PLACES YOU'LL GO!

YOU'LL BE ON YOUR WAY UP!

YOU'LL BE SEEING GREAT SIGHTS!

YOU'LL JOIN THE HIGH FLIERS

WHO SOAR TO HIGH HEIGHTS

READ OUT LOUD AS FAST AS YOU CAN

READ OUT LOUD AS SLOW AS YOU CAN

**READ OUT LOUD IN THE VOICE OF A
MEAN STRICT PERSON IN A
MONOTONE**

**READ OUT LOUD LIKE A
CHEERFUL TEENAGER WITH
EXPRESSIVENESS**



#6- CONNECT

1. Self Audit
2. Active Listening
3. Expressiveness Exercise

Connect deeply with others through empathy, listen actively and communicate to engage others in your idea





6 Steps to BE More Entrepreneurial

- 1. DISCOVER your WHY**
- 2. IMAGINE**
- 3. PREP**
- 4. ACT AS IF**
- 5. EXPERIMENT**
- 6. CONNECT**



**Start something.
What's your something?
BE ENTREPRENEURIAL**



Managerial and Entrepreneurial Approaches

MANAGERIAL

1. Identify the opportunity
2. Identify & quantify the resources needed
3. Create the plan
4. Execute

ENTREPRENEURIAL

1. Self- Understanding
2. Observation & Reflection
3. Bring Stakeholders Along
4. Action & Experiment
5. Build on Results

Adapted from Neck & Greene, 2011; Schlesinger, 2010