

10 Reasons Why

~~Career~~ Success

Requires

Entrepreneurial

Thinking



In a Nutshell...



Mt. fish

Why you should care

Even if you're not self-employed, your boss is you. You manage your career, your day, your responses. You manage how you sell your services and your education and the way you talk to yourself.

Odds are, you're doing it poorly.

If you had a manager that talked to you the way you talked to you, you'd quit. If you had a boss that wasted as much of your time as you do, they'd fire her. If an organization developed its employees as poorly as you are developing yourself, it would soon go under.

- Seth Godin



What is Entrepreneurial Thinking?



Entrepreneurial thinking...

- ✓ Challenges assumptions
- ✓ Makes sense of contradictions
- ✓ Connects unlikely dots
- ✓ Adapts as conditions change
- ✓ Sees what does not yet exist
- ✓ Driven to action
- ✓ Relies on the individual, not the institution

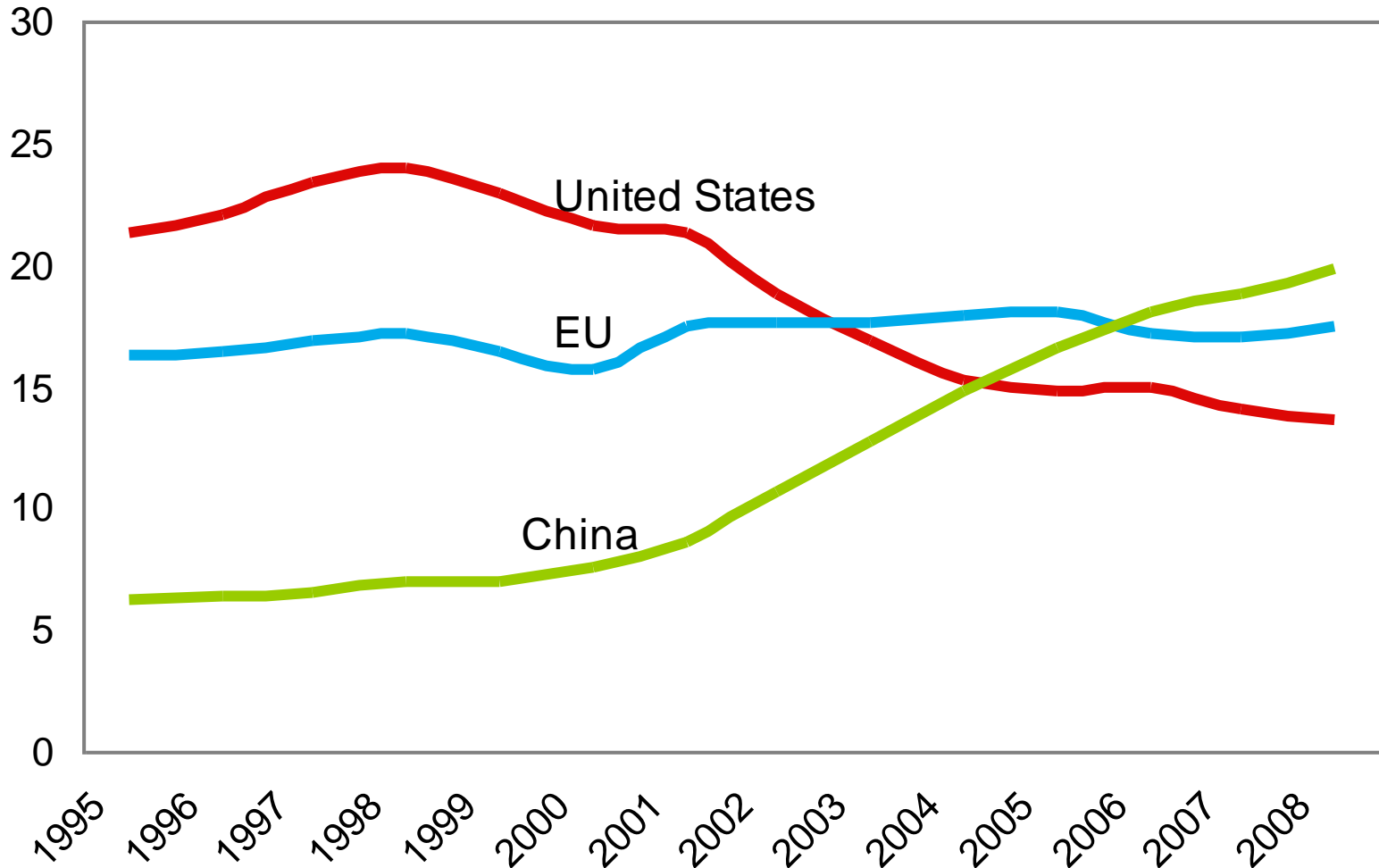


Why We Need Entrepreneurial Thinking



The country needs it

Share of Global High Tech Exports



NOTES: Excludes intra-EU trade. China includes Hong Kong. EU excludes Cyprus, Estonia, Latvia, Lithuania, Luxembourg, Malta, and Slovenia.

SOURCE: NSF Science and Engineering Indicators 2010



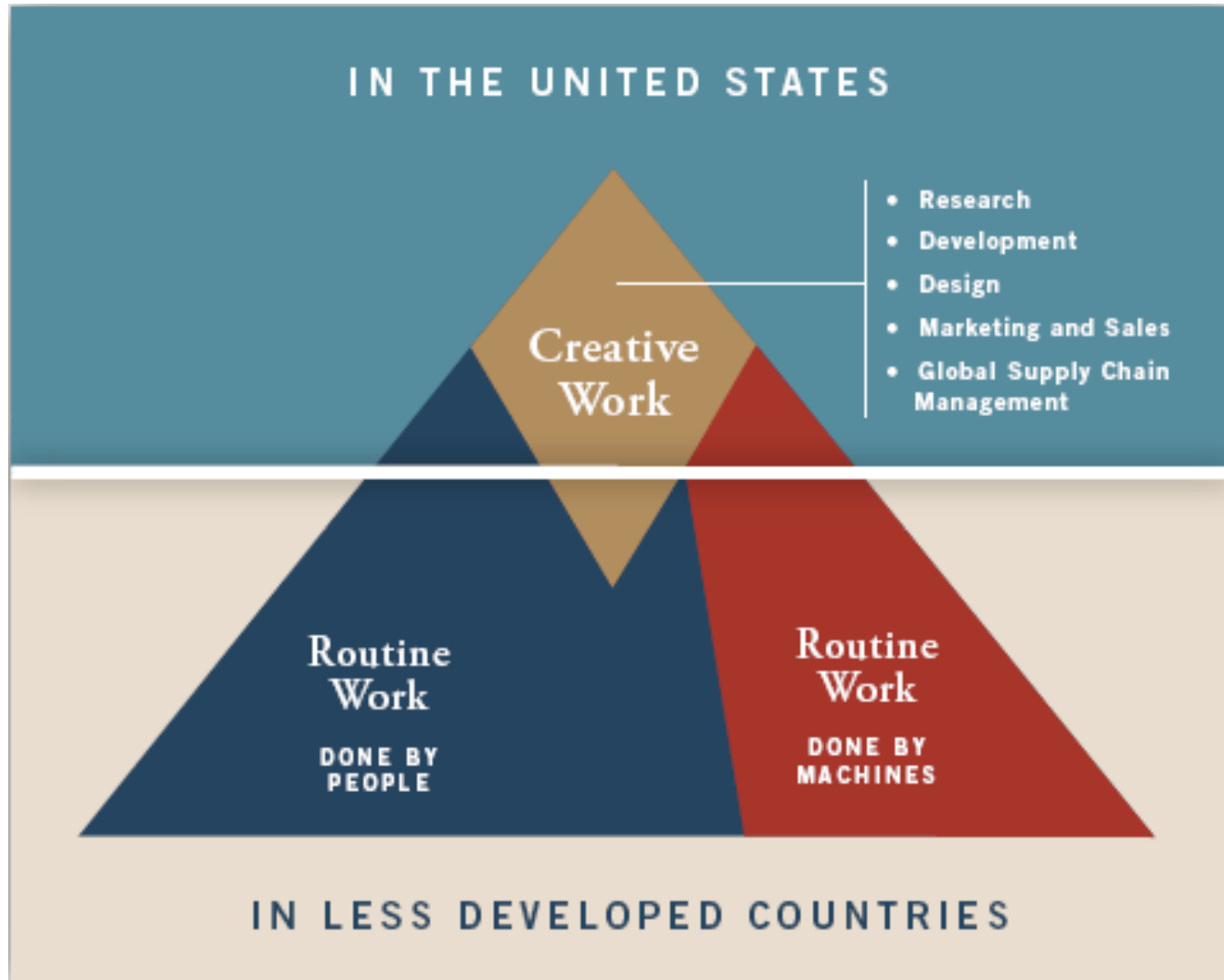
The future requires it

- ✓ **Agricultural Age** (18th C. farmers: brawn)
- ✓ **Industrial Age** (19th C. factory workers
stamina/repetitive skills)
- ✓ **Information Age** (20th C. knowledge worker:
left brain)
- ✓ **Conceptual Age** (21st C. creators and
empathizers: right brain)



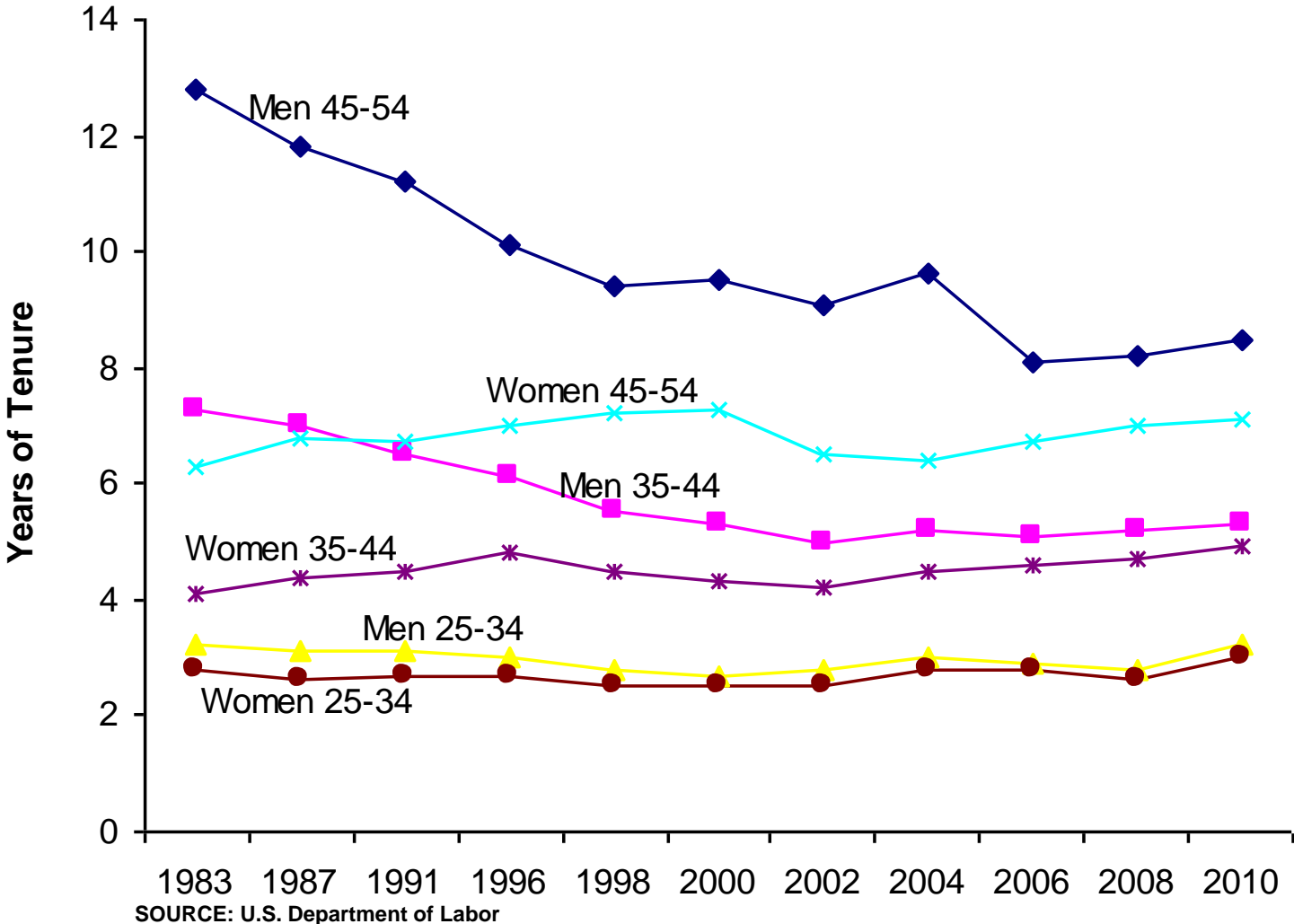
Employers want it

Successful U.S. Firms in the Future

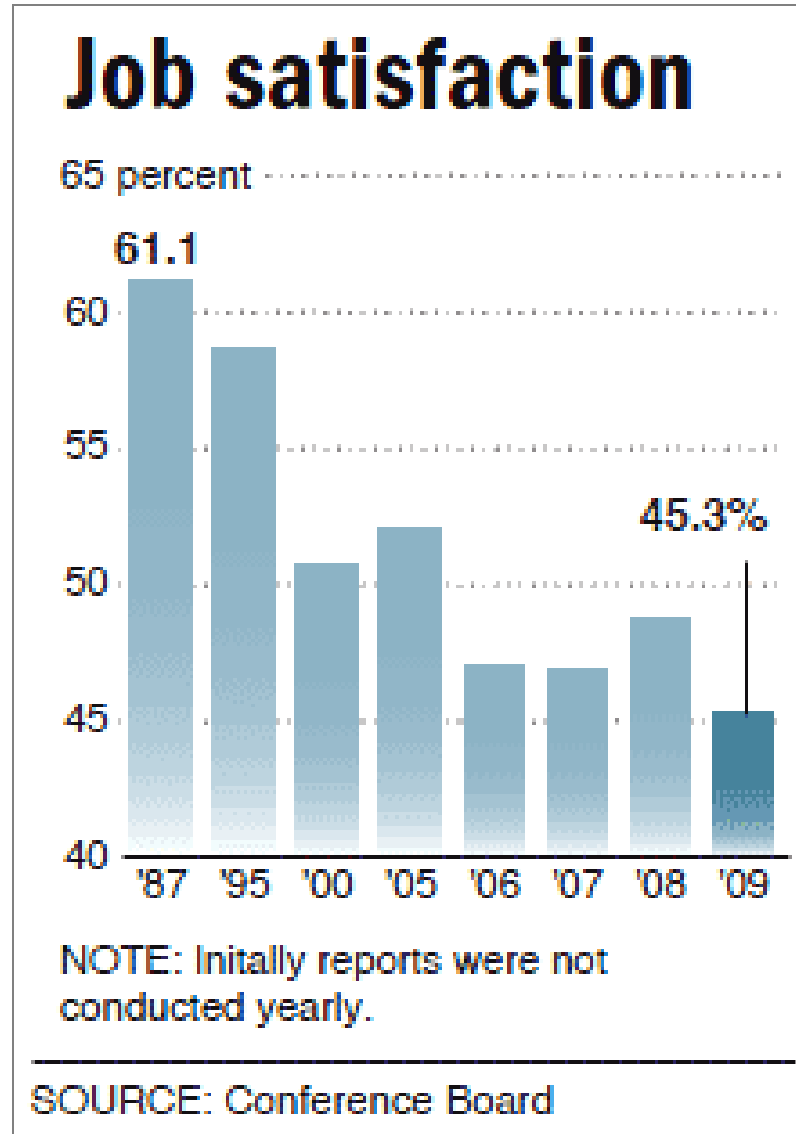


Our careers will depend on it

Median Tenure with Current Employer



Most important: YOU need it



Wake-up



Exercise:

Challenging assumptions

- ✓ A man is wearing all black, black shoes, socks, trousers, jacket, gloves and ski mask.
- ✓ He is walking down a black street with all the street lamps off.
- ✓ A black car is coming towards him with its lights off but somehow manages to stop in time.

How did the driver see the man?



Exercise:

See what does not yet exist



Exercise:

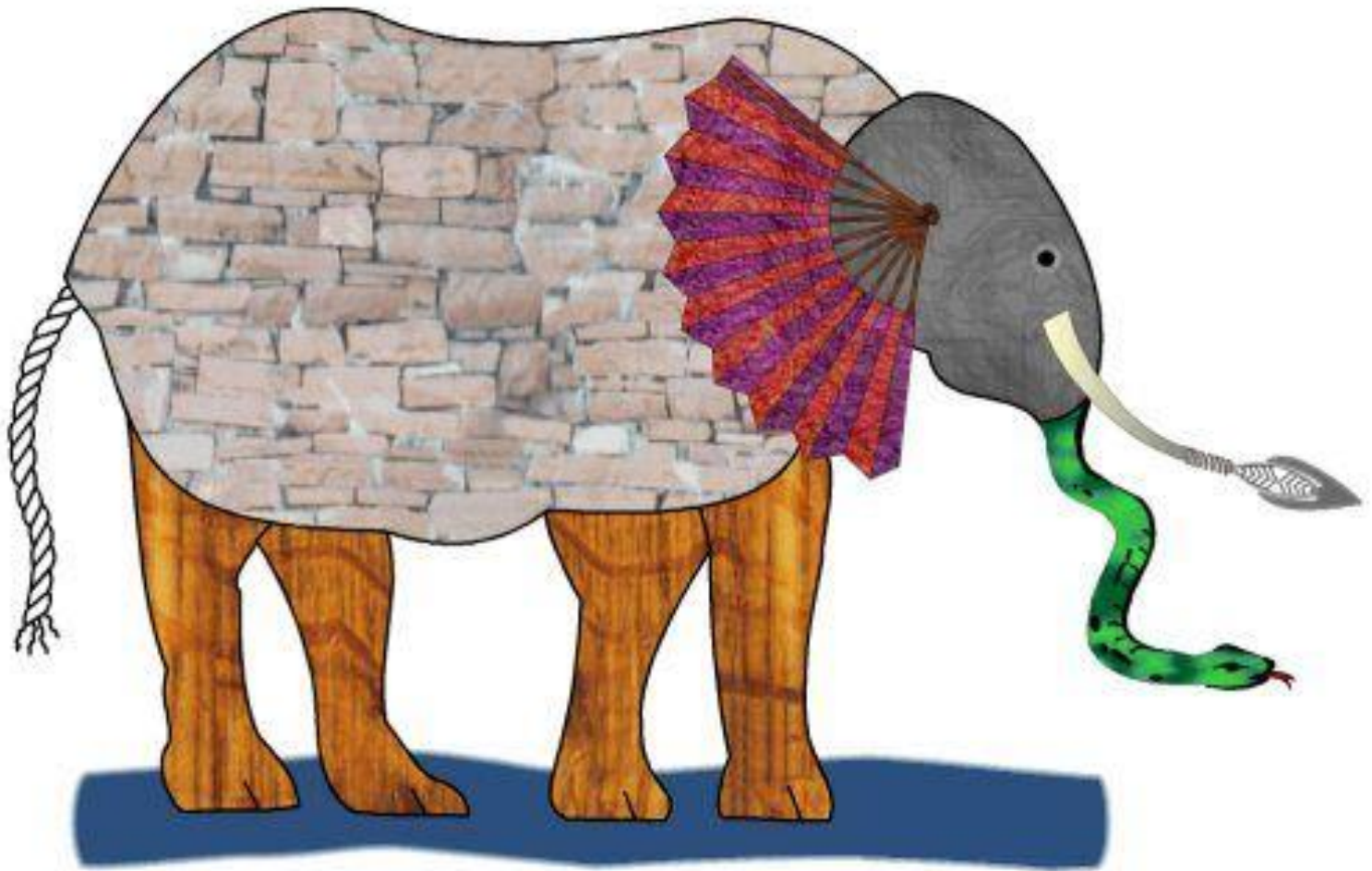
Relying on the individual



10 Lessons I've Learned



1. Everything is an opinion



2. Choose your rules carefully



3. Magic words: Why not

✓ "Whether you think you can or you can't, either way you are usually right"

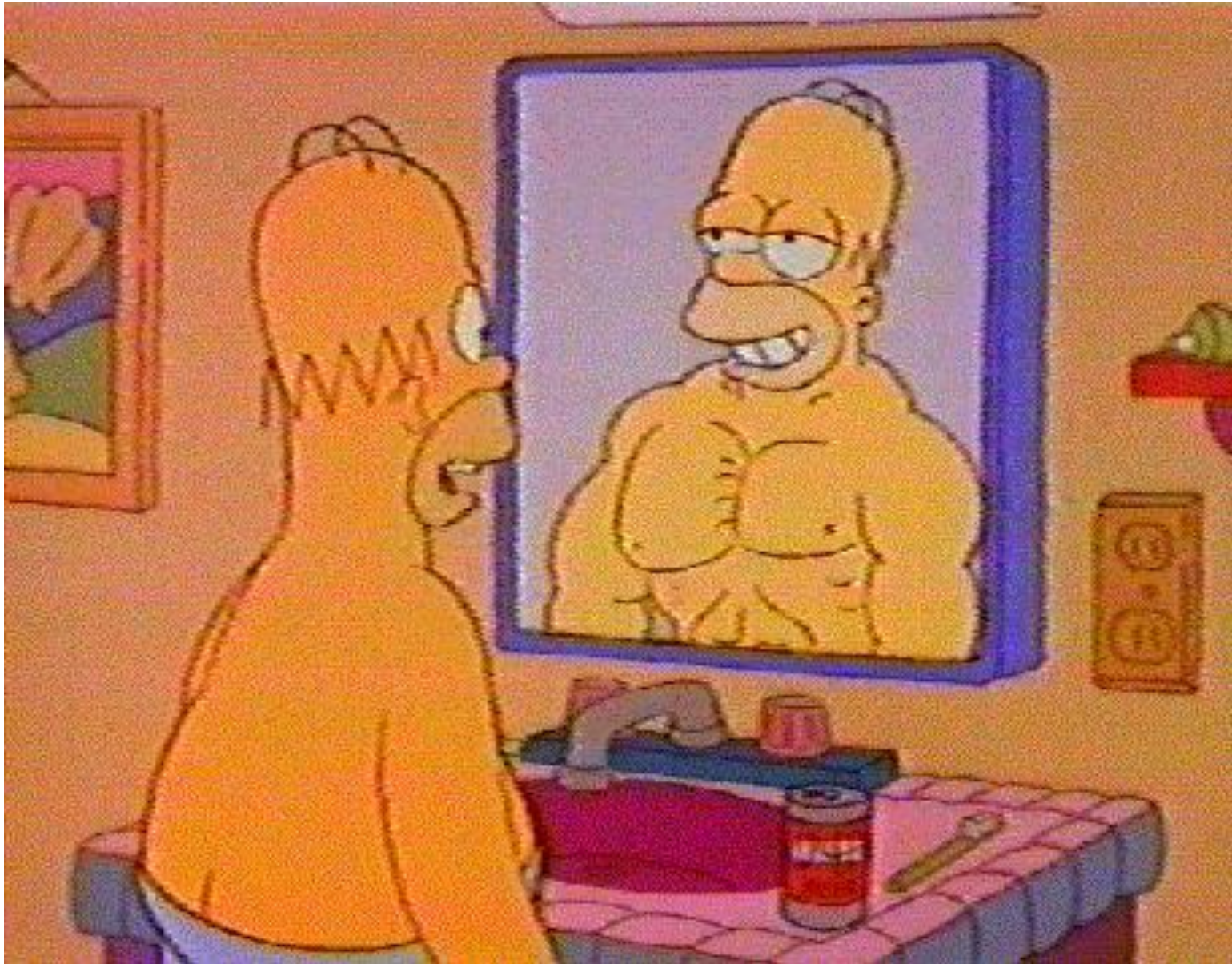
- Henry Ford

✓ "You see things and you say, 'Why?' But I dream things that never were and say, 'Why not?'"

- George Bernard Shaw



4. It's not about you



5. Impossible? Not discovered!

- ✓ Spherical, not flat, earth
- ✓ Sun, not earth, at the center of the universe
- ✓ The light bulb
- ✓ 4-minute mile
- ✓ Air flight
- ✓ Berlin wall
- ✓ Personal computer
- ✓ Grameen Bank



6. Yes, you can

Abbe Pierre • Abraham Lincoln • Adolf Hitler • Akbar • Albert Einstein • Albert Schweitzer • Alexander the Great • Aristotle • Ataturk • Audrey Hepburn • Aung San Suu Kyi • Babur • Bach • Barack Obama • Beethoven • Benazir Bhutto • Benjamin Disraeli • Benjamin Franklin • Betty Williams • Bill Gates • Boris Yeltsin • Boudica • Brahms • Catherine The Great • Charlemagne • Charles Darwin • Charles de Gaulle • Confucius • Conrad Adenauer • Dalai Lama • Desmond Tutu • Edward Jenner • Elvis Presley • Emile Zatopek • Emily Dickinson • Ernest Hemingway • Eva Peron • Florence Nightingale • Franklin D. Roosevelt • Galileo Galilei • Gandhi • George Orwell • George Washington • Haile Selassie • Henri Bergson • Henry Ford • Indira Gandhi • J.K.Rowling • J.R.R.Tolkien • Jane Goodall • Jawaharlal Nehru • Jesse Owens • James Joyce • Jesus Christ • Joan of Arc • John F. Kennedy • John Lennon • John M Keynes • Karl Marx • King Alfred • King Arthur • Kofi Annan • Lao Tzu • Lech Walesa • Leo Tolstoy • Leonardo da Vinci • Lord Buddha • Lord Nelson • Louis Pasteur • Lyndon Johnson • Mahatma Gandhi • Malcolm X • Marcus Aurelius • Margaret Thatcher • Marie Curie • Martin Luther • Martin Luther King • Michelangelo • Mikhail Gorbachev • Mohammed Ali • Mother Teresa • Mozart • Muhammed • Muhammed Ali • Napoleon Bonaparte • Nelson Mandela • Oliver Cromwell • Oprah Winfrey • Oscar Wilde • Pablo Picasso • Pele • Pope John Paul II • Princess Diana • Queen Elizabeth II • Queen Victoria • Raisa Gorbachev • Ramses The Great • Rosa Parks • Saladin • Samuel Johnson • Schubert • Sir Isaac Newton • Sir Walter Raleigh • Socrates • Sri Chinmoy • Sri Krishna • St Therese Lisieux • Swami Vivekananda • Thomas Jefferson • Tim Berners Lee • Tom Paine • Voltaire • William Shakespeare • William Tyndale • William Wilberforce • Winston Churchill • Woodrow Wilson



7. Champion yourself



8. Think less, act more

✓ "You can't build a reputation on what you are going to do."

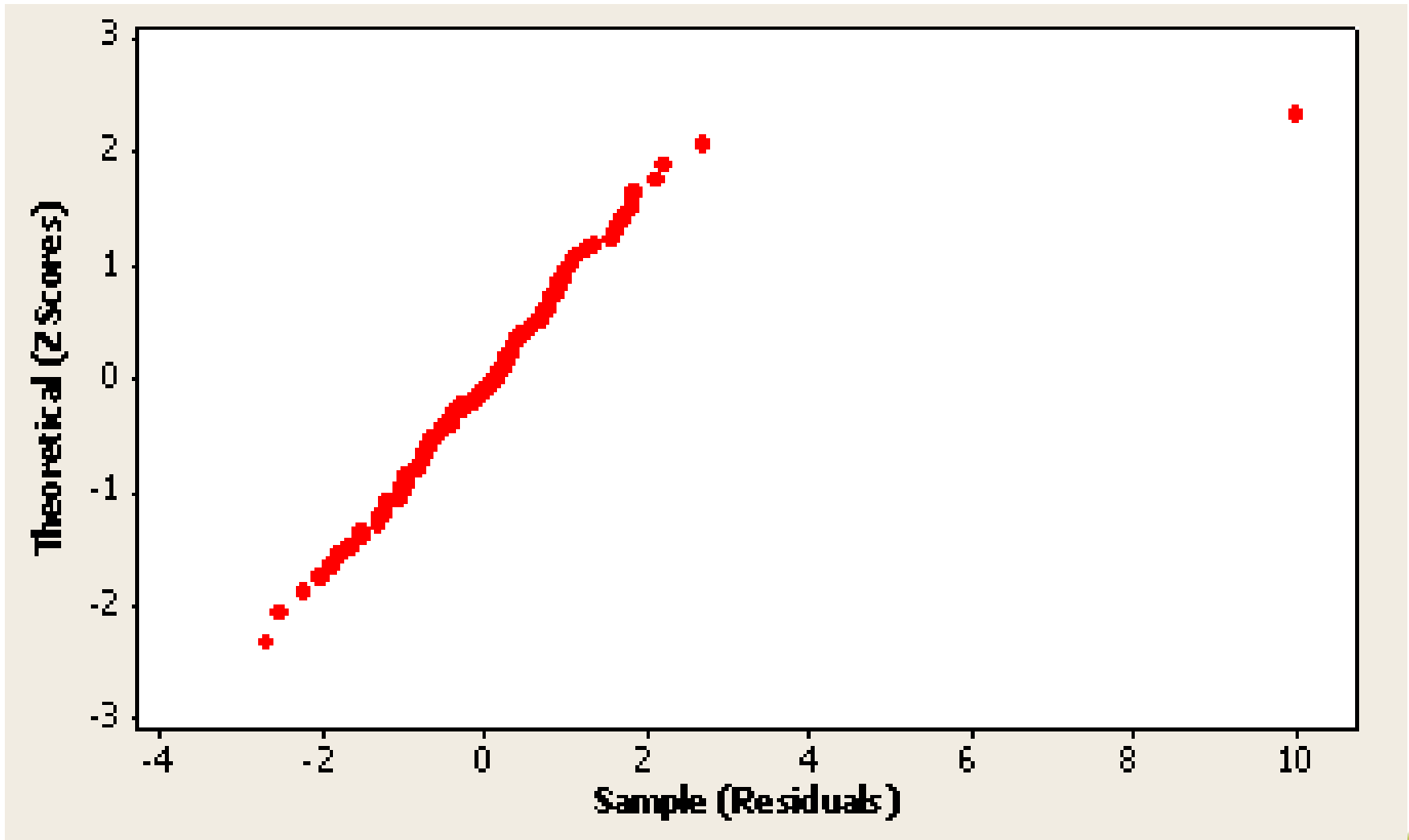
– *Henry Ford*

✓ "It is not that things are difficult that we dare not do them, it is because we dare not do them that they are difficult."

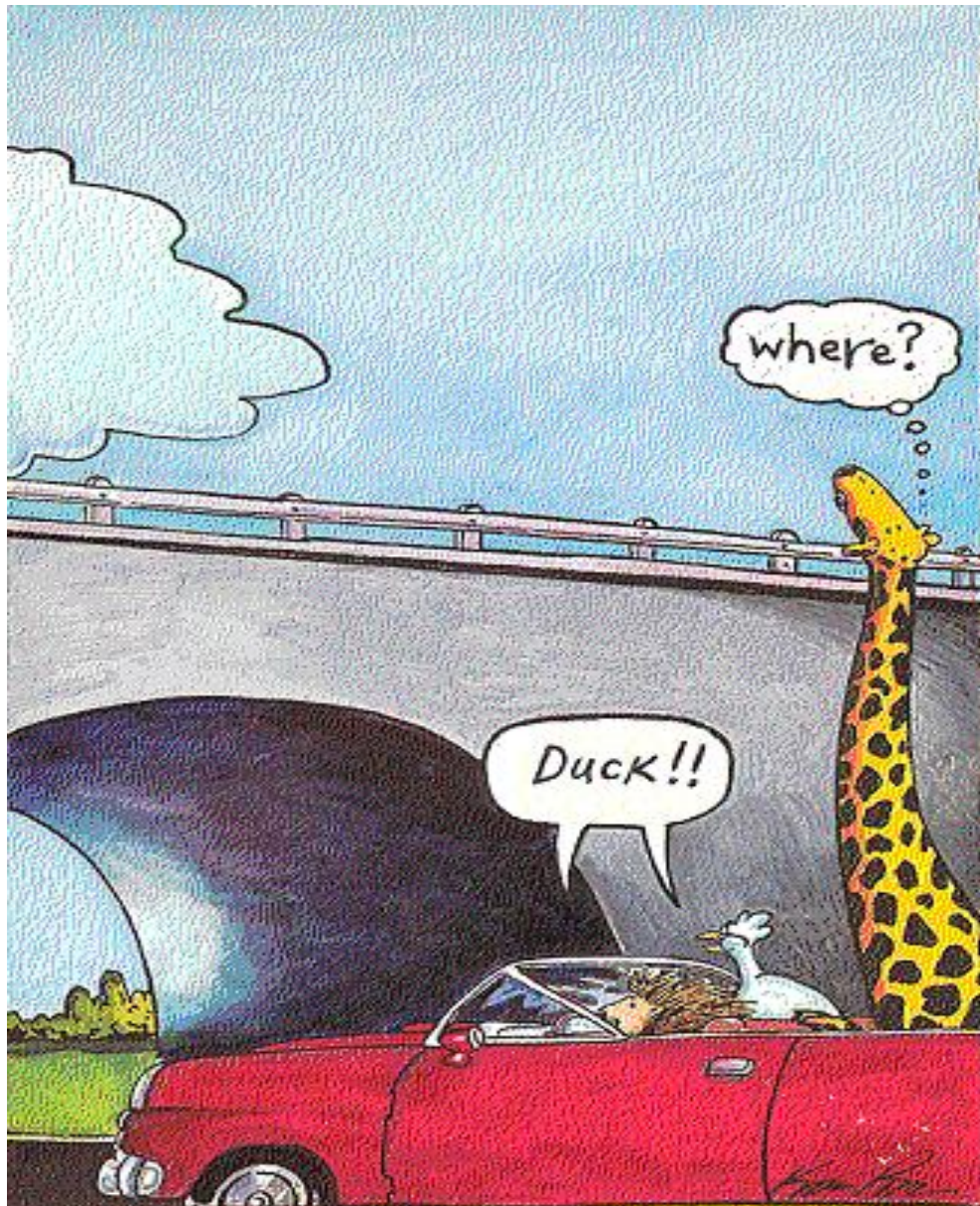
– *Seneca*



9. Synonym for fitting in: Average



10. Speak up anyway



Exercise:

Final project

Get everyone on the same page



A few extras

✓ Final quotation:

The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man.

– George Bernard Shaw

✓ <http://www.lemonademovie.com/>

✓ <http://www.youtube.com/watch?v=BE8b02EdZvw> (thanks to alum, Kamil Bojanczyk)

✓ <http://www.3bucksforbrendan.com/>

Closing Thought

