

Development Suggestions for Entrepreneurship

Activities

1. In order for an action to take place, maintain a high level of commitment to it.
2. Make sure that the proposed goal can transcend its leader. Goal attainment relies not only on charismatic leadership, but on the ability of the goal to sustain itself.
3. Highly visionary individuals or organizations see their goal as completely achievable. Keep a high level of commitment so that you can see the risk through to completion.
4. Read the corporate histories of companies like IBM, Boeing, and Disney. Assess and analyze what risks were taken, why they were taken, and what actions contributed to their success.
5. Consider all potential outcomes, including the worst-case scenario for each decision. Ask yourself if the potential for success outweighs the outcome of a failure.
6. Examine what other organizations are doing, and stretch broadly to garner ideas even from those that bear no obvious similarity to yours.
7. Record problems that arise in order to identify recurrent problems.
8. Look at trouble spots from all possible angles. Generate a list of all alternatives.
9. Make a complete list of all the problems facing you. Rewrite each problem as an objective. List several creative ways to reach each objective.
10. Make a habit of thinking "outside the box." Look for novel and nontraditional solutions.
11. Be willing to take the ideas of your people to the next higher level and support them enthusiastically.
12. Keep a journal or miniature tape recorder with you at all times to record creative thoughts and ideas.
13. Keep a file titled "New Ideas." Each time you think of something innovative related to your job, write it down and file it.

Development Suggestions for Entrepreneurship, continued

Tips

1. If the proposed innovation flies in the face of the organization's current policies or practices, consider facilitating the innovation by "selling" the idea to senior management and achieving broader organizational change. This can be done as a team effort, provided the innovation is expected to add significant value to the organization.
2. Know your proposed innovation well. Be able to state your objectives clearly and simply. Speak clearly and confidently.
3. Be willing to take the ideas of your people to the next higher level and support them enthusiastically.
4. Be able to articulate why there is a compelling need for your new product, service, or capability.
5. Know the steps and procedures to be used in accomplishing the innovation.
6. Before presenting a new idea or action plan, list the people whose support you will need. Attempt to discover where each person stands in relation to your proposal (i.e., pro, con, or neutral) and formulate a plan to handle each.
7. Seek a credible champion of your idea, someone who will support your position and rally others around it.