

Entrepreneurship as frame of mind

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„INNOVATIONS- UND TRENDIMPULSE“

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Short bio

- ◉ Studies (M.Sc. & Ph.D.) Goethe U. Frankfurt, Cattolica Milan, Wharton (1993-2007)
- ◉ Post-Doc Imperial College (2006-08)
- ◉ Assistant Professor, EBS Business School, Germany (2008-14)
- ◉ Emile Bernheim Chair of Entrepreneurship in a Global Context, SBS-EM, ULB, Brussels (2014-)

- ◉ Entrepreneurship (International, Technology)
- ◉ Networks
- ◉ Emerging Markets (India)

- ◉ Co-founder TiE Germany (Local chapter of global network of entrepreneurs The IndUs Entrepreneur), 2011-13, www.tie.org



Introduction to entrepreneurial thinking - and acting

What is entrepreneurship?

◉ Root of the Word

From the French word *entreprendre*, which refers to individuals who "undertook" the risk of a new enterprise

◉ Today's Meaning

◉ Merriam-Webster: "one who organizes, manages and assumes the risks of a business or enterprise."

◉ Dictionary.com: "a person who organizes and manages any enterprise, especially a business, usually with considerable initiative and risk."

◉ (One) ACADEMIC DEFINITION

"entrepreneurship is the pursuit of opportunity beyond resources controlled." (Howard Stevenson, HBS)

<https://hbr.org/2013/01/what-is-entrepreneurship>

"The problem with the French is that they don't have a word for entrepreneur"

George Dubya Bush

What is entrepreneurship?

Today's Meaning cont.

- More than just the creation of a business; it includes the **generation and implementation of an idea.**
- It is about being a **dynamic thinker and operator** who includes effective communication to all of their stakeholders
- It is not about being a maverick; entrepreneurs **think tactically and strategically**, and operate in a similar fashion
- Identify (create) and exploit opportunities



Interactive Exercise

If we wanted to make it rain
in this room right now, how
could this be accomplished?

Interactive Exercise

Possible solutions:

- ① Light a fire, so the sprinkler system will go off
- ② bring a bucket of water and throw it up in the air
- ③ shake a bottle of carbonated (water) and then open it
- ④



We are going to make
rain together as a group.

Only do what the person to your right
is doing and don't start until the
person on your right starts!!



Rain makers

<http://www.youtube.com/watch?v=LKDGCGXtETc>

Debrief

- You can  answers using #lafutura @skydeck @taeube
- When I asked the question about creating rain, why did your answer not consider "sound" or other ways to create rain?
- What does this mean for how you think about creating opportunities? Problem solving?
- What was your reaction when I asked you to get into a circle?
- How did you feel before, during and after the exercise?

Key takeaways

- ◉ Our **frames of reference** are the starting point for problem solving and creating, yet these frames are **limiting**
- ◉ There is usually **uncertainty** associated with asking to get into a circle, but through **collaboration** this uncertainty is diminished and **something completely unexpected is created**
- ◉ Entrepreneurship requires **action**. Simply moving your body can have an immediate impact on **emotions, motivation, and confidence** to **continue**



Entrepreneurship in a

• You can think, re-think and think again...

• or



Thank you for your participation and see
you next session!

Please  YOUR take-aways from this
exercise #lafutura @skydeck @taeube