





The Intentional Entrepreneur

Course Overview

In the Intentional Entrepreneur you will:

- Assess your entrepreneurial interest
- Align your priorities with your vision
- Recognize how to generate ideas and discover business opportunities
- Identify action steps toward meeting your goals

“Twenty years from now you will be more disappointed by the things that you didn’t do than by the things that you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the tradewind in your sails. Explore. Dream. Discover.”

– Mark Twain

The Next **BIG** Thing is...

Business Ownership!!!

Wait – What?

The Great Truth



Changing Paradigms



An Agent Economy

- By the numbers
 - Start-ups are increasingly becoming meaner and leaner
 - In 1999, the typical new business had 7.7 employees
 - In 2011 the numbers have shifted to 4.7
 - More and more people will become an agent or a service provider
 - Bodes well for those who wish to become “power players”

**The More Things
Change,
The More They Stay the
Same**

The Future is Already Here



As the Saying Goes...

1. "Whatever you do, or dream you can, begin it.
Boldness has genius and power and magic in it."
Johann Wolfgang von Goethe
1. "There are two mistakes one can make along the road to truth
– not going all the way, and not starting."
Buddha
1. "Be willing to be a beginner every single morning."
Meister Eckhart
1. "All great ideas and all great thoughts have a ridiculous beginning."
Albert Camus
1. "Beginnings are always messy."
John Galsworthy

As the Saying Goes...

1. "When there is a start to be made, don't step over!
Start where you are." **Edgar Cayce**
1. "So many fail because they don't get started – they don't go.
They don't overcome inertia. They don't begin." **W. Clement Stone**
1. "Every new beginning comes from some other beginning's end." **Seneca**
1. "The beginning is the most important part of the work." **Plato**
1. "The beginnings of all things are small." **Cicero**
1. "What's well begun is half done." **Horace**
1. "Every exit is an entry somewhere else." **Tom Stoppard**

As the Saying Goes...

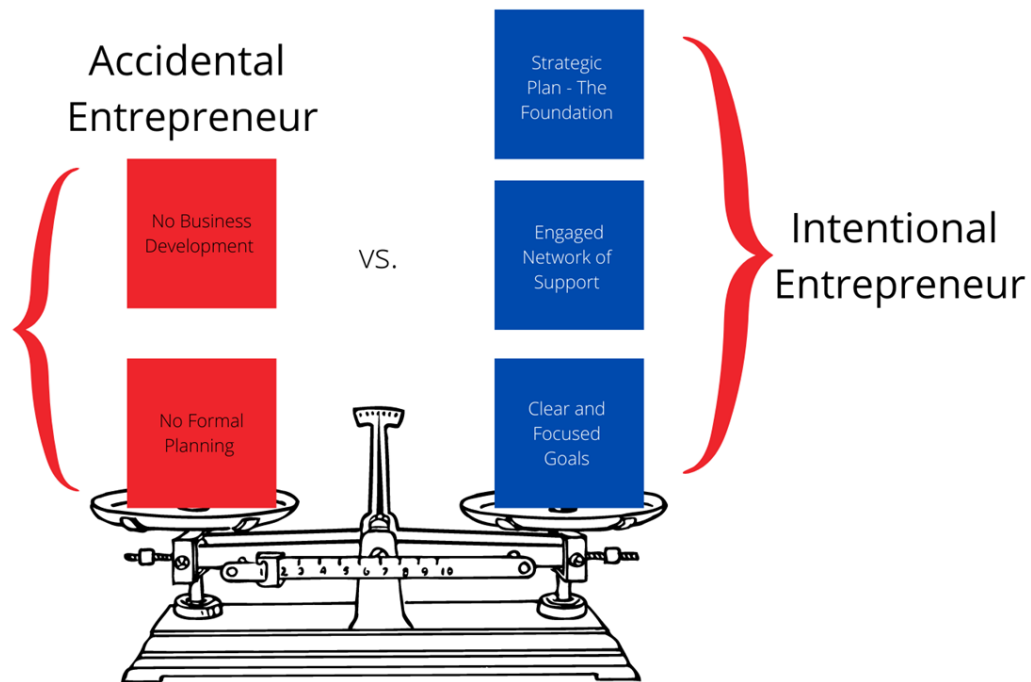
1. "The person who removes a mountain begins by carrying away small stones." **Chinese Proverb**
1. "No good ending can be expected in the absence of the right beginning." **I Ching**
1. "Beginning is easy – continuing hard." **Japanese Proverb**
1. "There will come a time when you believe everything is finished. That will be the beginning." **Louis L'Amour**
1. "The greatest masterpieces were once only pigments on a palette." **Henry Hoskins**
1. "Start by doing what's necessary; then do what's possible; and suddenly you are doing the impossible." **St. Francis of Assisi**

Entrepreneurs See Things Differently



Take the Leap







Assess Your Entrepreneurial Interest

- TOOL 1 – Conduct a Personal Self-assessment Using the Kauffman FastTrac® Entrepreneurial Characteristics Survey.
 - While this is not a scientific survey, it will help you assess your entrepreneurial strengths and opportunities.

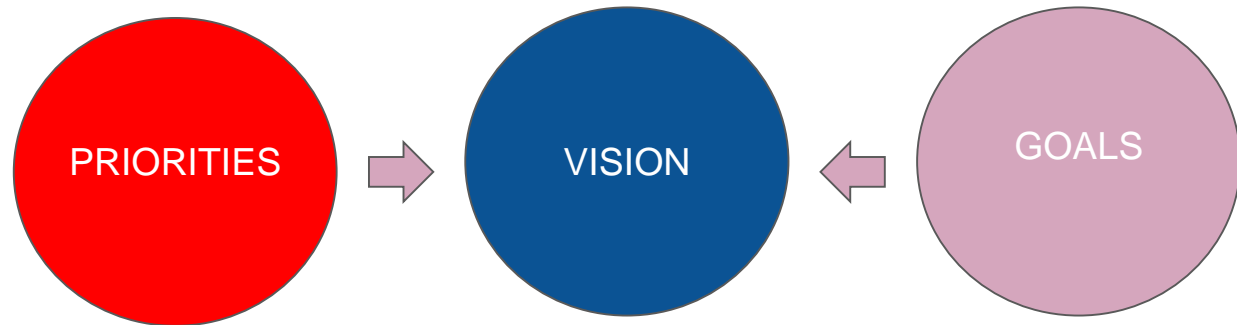
- TOOL 2 – Looking Inward.
 - Think through and answer the questions in this section to help identify areas where you would like to make adjustments and improvements in your entrepreneurial quest.

Assess Your Entrepreneurial Interest

- **TALENTS**
- **SKILLS**
- **ABILITIES**
- **INTERESTS**



Align Your Priorities | Goals with Vision



Personal Priorities Work Hours



Personal Priorities Flexibility



Personal Priorities Desired Location



Personal Priorities Education



Personal Priorities Morals, Beliefs & Standards



Personal Priorities Physical Requirements



Decisions, Decisions

Personal Priorities Travel



Personal Priorities Fit with Family



**Is Entrepreneurship
a good fit with your
personal priorities?**

So Much to Consider



Professional Goals



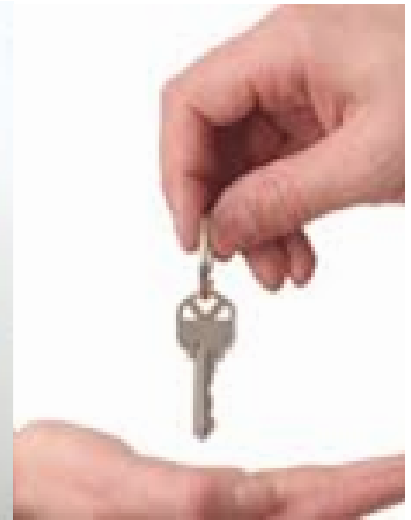
Expertise, Skills and Preferences



Future Professional Goals

Financial Obligations

Exit Plan



Personal Investment



“If you can dream it, you can do it.”

– Walt Disney



Align Your Priorities With Your Vision

- TOOL 3 – Identify Your Personal Priorities.
- TOOL 4 – Identify Your Professional Goals.
 - Think carefully about the questions posed in Tools 3 and 4. If you are like most people there will be some things that will require you to make choices.
 - Once you have identified your personal and professional goals, it is time to craft your personal vision

Align Your Priorities With Your Vision

- TOOL 5 –
Create Your Business Vision.
 - using the information from tools 3 and 4

“You may never know what results come of your action, but if you do nothing there will be no result.”

– Mahatma Gandhi

Start small **THINK BIG**

Entrepreneurs Recognize Opportunity



Problem-solving

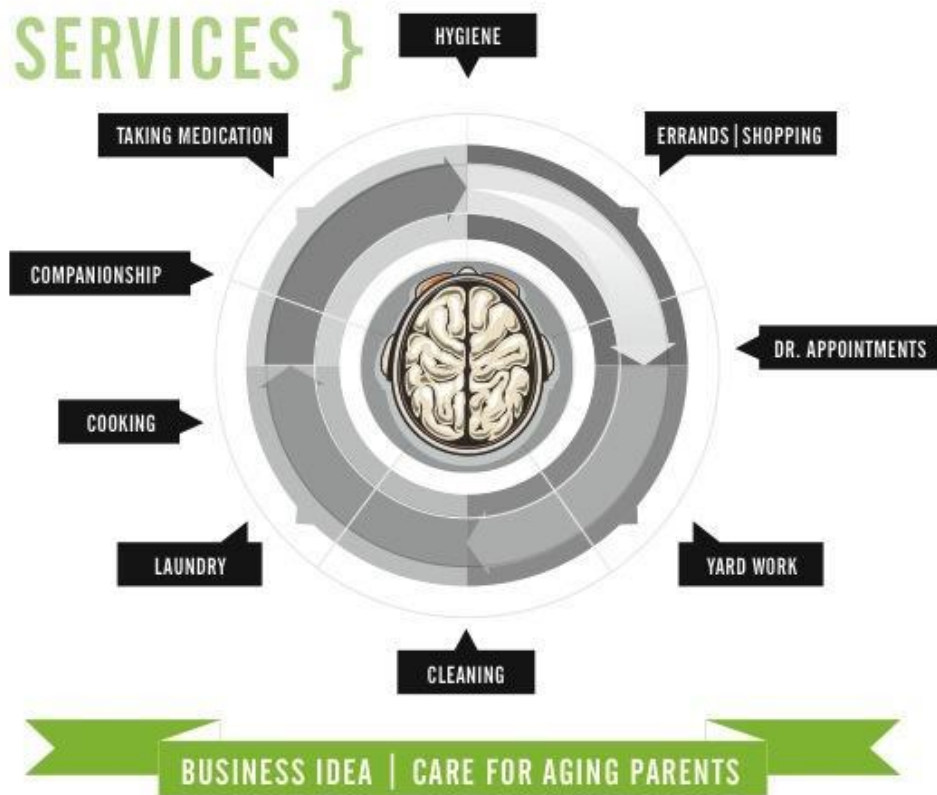


Think Creatively



**Where others see
problems,
entrepreneurs see
opportunities**

{ SERVICES }



Mind Mapping

- No idea is a bad idea
- Generate as many ideas as possible
- Be creative
- Take risks

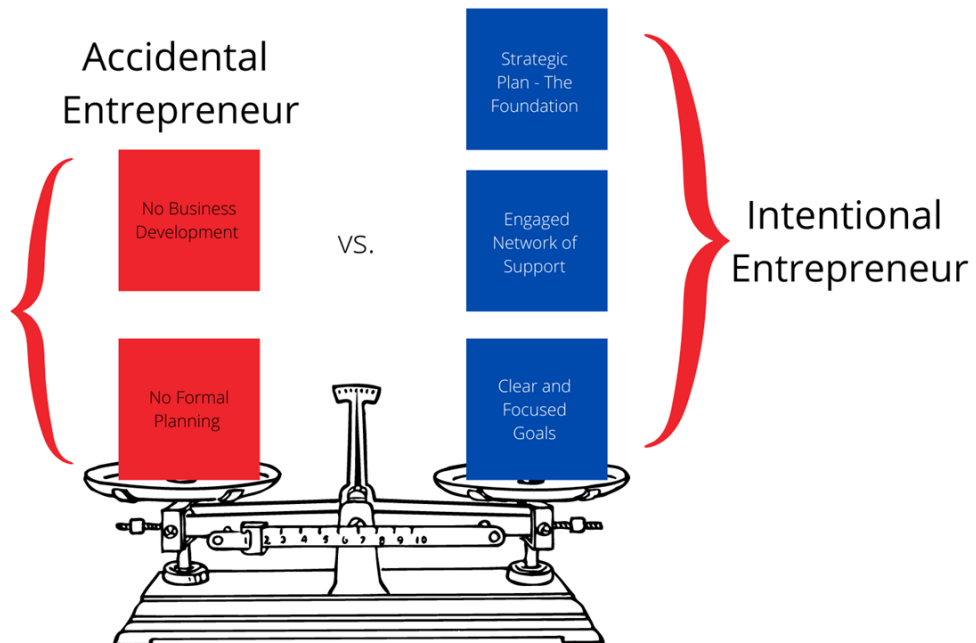
Start small THINK BIG

- TOOL 6 – Generate Ideas.
 - Let your mind go wild. Think BIG. What are some possible ideas for a product or service might be of interest to you?
- TOOL 7 – Develop and Evaluate Your Ideas.
 - Once you have some ideas listed, pick one and take it a step further. Give it a bit more life, a bit more detail. What would the business look like? What are some of the possibilities for the business. Use a mind map to help facilitate your creative thinking.

Make It Happen

“A journey of
a thousand
miles begins
with a single
step.”
- Lao Tzu





Make Your “Someday”, Today



SMART Goals



“An average person with average talents and ambitions and average education can outstrip the most brilliant genius of our society, if that person has clear, focused goals.”

— Mary Kay Ash



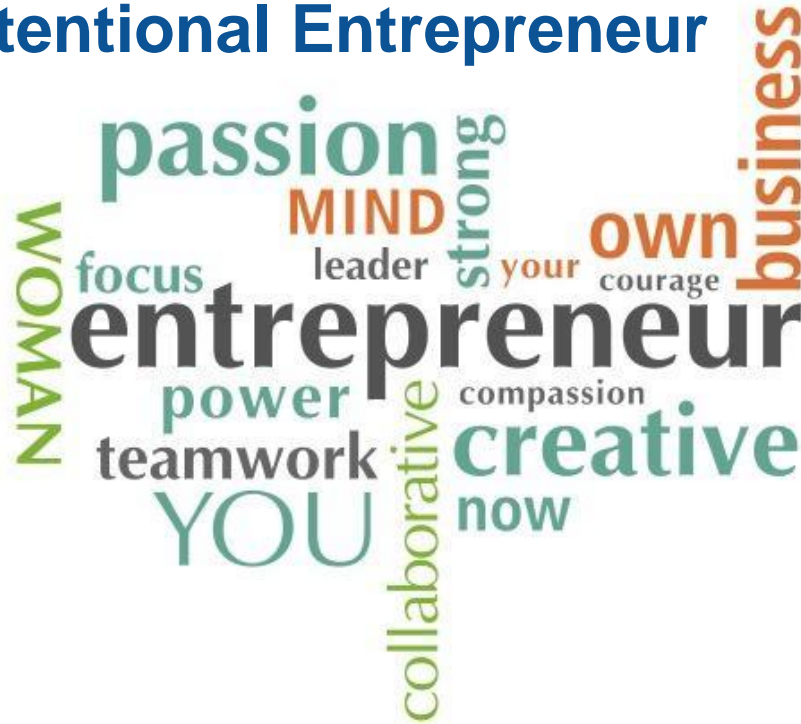
Make It Happen

- **TOOL 8 – My One Year Plan.**
 - You have generally identified your business idea.
Now it is time to give it more definition – Taking it to the next level.
Envision your business one year from today. What do you see?
- **TOOL 9 – Networking for Business Success.**
 - Don't go it alone. Your business success depends on you building and leveraging a robust network of support. Think of the people you know. Who might you network with to help you build your business?
- **TOOL 10 – Transition Plan.**
 - Make a plan. Make a commitment. Where do you want things to be in one year? If you were to be able to peak into the future, what would you see? What action oriented steps do you need to do to make this happen? How will you move your business idea from the bucket list to Main Street?

The Choice Is Yours

How will you move your business idea from your bucket list to Main Street?

The Intentional Entrepreneur





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