



**YOUR TEAM
SUCCESS:
UNLEASHING THE
ENTREPRENEURIAL
MINDSET**

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THE TYPES OF ORGANIZATIONS

ENTREPRENEURIAL VS. BUREAUCRATIC

Learning by doing	↔	Learning by researching
Unstructured	↔	Structured
Fluid	↔	Rigid
Ambiguity		Certainty
Values emotions as well as reason	VS.	Values reason over emotions
Contribution		Status
Results	↔	Time and effort
Relationship-focused	↔	Transaction-focused
Change	↔	Stability
Abundance	↔	Scarcity





THE TWO ECONOMIES



RESULTS
OPPORTUNITY
No Guaranteed Income
(Entrepreneur)

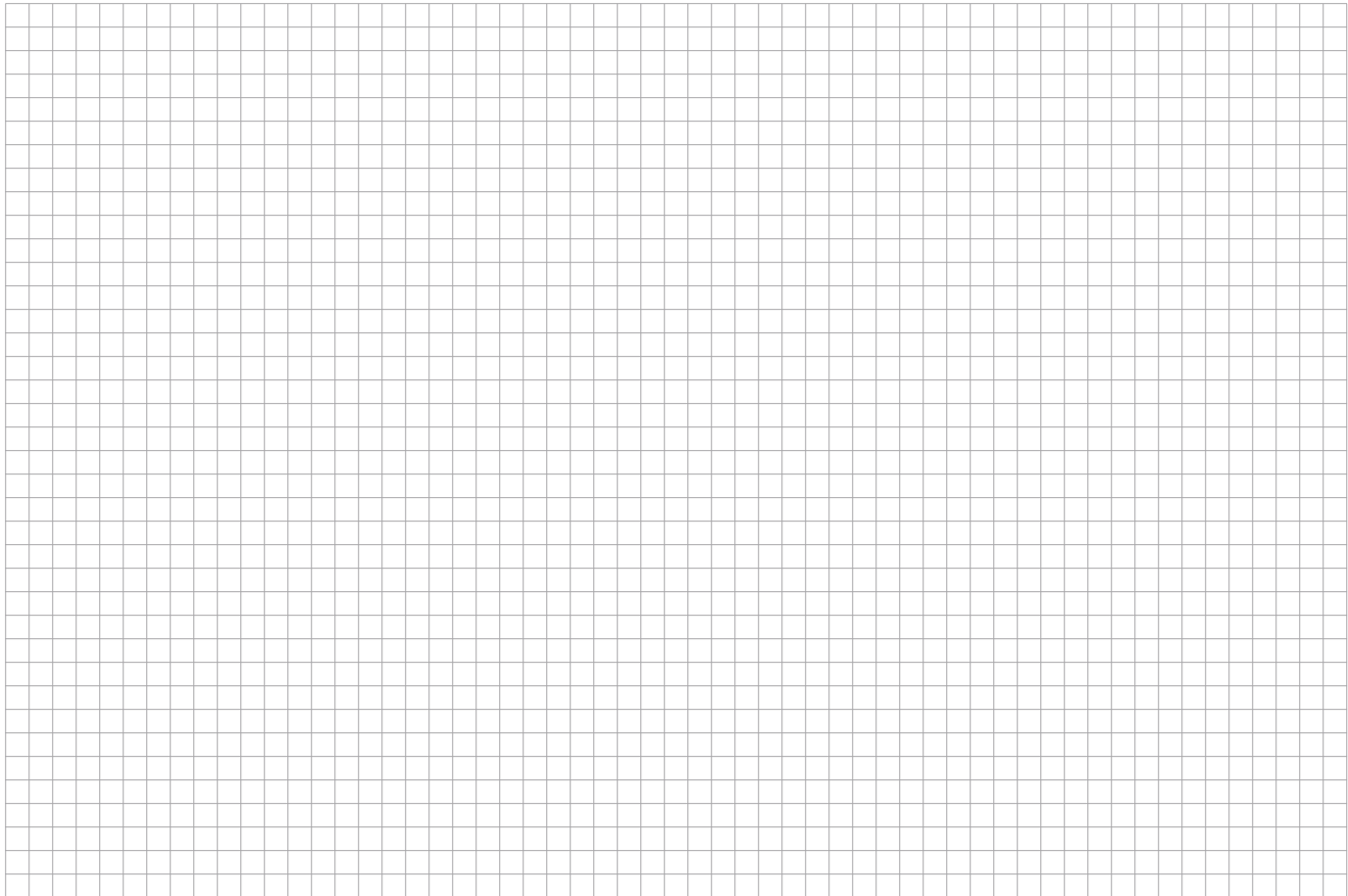
RISK



TIME & EFFORT
SECURITY
Guaranteed Income
(Job)

The Two Economies.

There are two ways of looking at the world—through the lens of time and effort, and through the lens of results. Most people find security in the guaranteed income a job provides, and they don't have the desire to take on the risk of owning a business. For entrepreneurs, they've chosen to cross "the risk line" into what we call "The Results Economy." In this economy, there is no guaranteed income—only the opportunities created. It's all about maximizing results while minimizing the time and effort involved to produce them. The Strategic Coach® environment and tools are designed specifically to help entrepreneurs and their teams maximize their results and opportunities. Don't forget to let others know that what excites you is opportunity, not security. Surround yourself with a community of people who think the same way.





9 CHARACTERISTICS OF SUCCESSFUL ENTREPRENEURS



1

You trust more in your own experience than other people's — you may not know or care how it's "supposed" to be done.



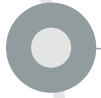
2

You're not interested in theory; you're interested in the practical realities.



3

You're a leader, not a manager.



4

You find security in opportunity, not in someone else guaranteeing a paycheck.



5

You respect other people who have created their own success.



6

You start small, and you test, experiment, and refine as you go.



7

You feel strongly about things and often don't care to hide your feelings.



8

You're willing to invest in order to grow, and you're (usually) willing to be wrong — but you don't like it.



9

You're an interested, committed, and engaged person who respects others who are also interested, committed, and engaged.



ENTREPRENEURIAL ATTITUDE

ENTREPRENEUR:

Someone who takes resources from a lower level to a higher level of productivity.

Jean-Baptiste Say (1804)

SUCCESS STRATEGY	DESCRIPTION	SCORE NOW					SCORE NEXT				
		NEVER 1	2	3	ALWAYS 4	5	NEVER 1	2	3	ALWAYS 4	5
1 CREATE VALUE.	Always work to provide leadership (direction), relationship (confidence), and creativity (capabilities).										
2 TAKE INITIATIVE.	Look for ways to be proactive — solve problems, make improvements, and propose ideas.										
3 FOCUS ON RESULTS.	Focus on the bigger picture and the desired result, not just the time and effort required.										
4 HAVE AN OWNERSHIP ATTITUDE.	Take full responsibility for your projects, your communication, and your actions.										
5 BE IN ALIGNMENT.	Find out the overall goal or desired result and do what you need to do to align with it.										
6 BE A PARTNER.	Value and respect others' talents and goals as well as your own.										
7 TAKE ACTION.	Whenever possible, make things happen. Don't wait for others to make the first move.										
8 BE OPEN.	Be receptive to new ideas and initiatives. Prepare and plan for change.										
9 COMMUNICATE.	Close "open files": Let people know when something is done and what happened. Prompt others to move projects ahead.										
10 LEARN HOW TO HANDLE STRONG EMOTIONS.	Have confidence and stay calm when dealing with emotionally-charged situations. These are a normal part of entrepreneurial life.										
11 HAVE PATIENCE AND COMPASSION.	Look at the situation from the other person's point of view. Recognize that it takes time to change habits.										
12 DON'T GIVE UP.	Learn to see mistakes and breakdowns as learning opportunities.										