

Entrepreneurial Mindset II



Understanding entrepreneurs

- Who are they?
- What do they think?
- How do they think?
- What influences their decisions?

*Answers are critical to understanding
how to develop and launch successful ventures.*

The Opportunity Analysis Canvas™

ENTREPRENEURIAL MINDSET Achievement Individualism Control Focus Optimism		ENTREPRENEURIAL MOTIVATION		ENTREPRENEURIAL BEHAVIORS	
MACROECONOMIC CHANGES	INDUSTRY CONDITIONS		COMPETITION		OPPORTUNITY IDENTIFICATION
	INDUSTRY STATUS		VALUE CURVE		

(4) Focus

- Attention + commitment
 - Entrepreneurs are able to focus attention on a single task
 - Ability to process information
 - Changing environmental conditions
 - Leads select individuals to react and to become successful entrepreneurs
-

To improve focus, set S.M.A.R.T. goals

- S - Specific (or Significant)
- M - Measurable (or Meaningful)
- A - Attainable (or Action-Oriented)
- R - Relevant (or Rewarding)
- T - Time-bound (or Trackable)

**“I would like to sell a lot of books” versus
“I will sell 100 books for \$1 each by this Friday”**



(5) Optimism

- Leads entrepreneurs to frequently make judgments on subjective positive factors
 - Tendency to overlook critical elements and discount uncertainties
 - Excessive optimism can lead to high levels of risk acceptance and loss

Moderate optimism to improve success

- Objectively evaluate the strengths and weaknesses of your solution, and examine potential problem areas
 - versus customers' needs (now and in the future)
 - versus competitors (now and in the future)
 - Gathering information from potential customers, experts, knowledgeable friends and family, etc.
 - Validate your beliefs and/or challenge your assumptions
-

Summary

- What roles does need for **achievement** play in your decisions?
- How does **individualism** influence your decision-making?
- Do you have an *internal* and *external* **locus of control**?
- Are you able to effectively **focus** yourself?
- Can you be **optimistic**, while managing the risks of overconfidence?

For next time, read chapter 3 of
“The Opportunity Analysis Canvas”

