



EXPERTS AT DEVELOPING CORPORATE LEADERSHIP TALENT

LEADERSHIP COACHING NEWSLETTER

This Month's Topic: **Entrepreneurial Thought and Action**

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I attended a great course at Babson College last month called [Entrepreneurial Thought and Action](#). The premise is that everyone is able to learn how to think entrepreneurially and these skills are available and necessary for all of us whether we are employed inside a corporation or outside as a business entrepreneur.

The course currently being co-led by Len Schlesinger, President of Babson College and Charlie Keifer, President of Innovation Associates ignites entrepreneurial capability so that we can operate successfully in situations of uncertainty; which all of us deal with every day in our jobs, in spite of our roles. I recommend this program to senior level managers and executives. It will help you be better equipped to support new ventures in your organizations, and you will be less likely to inadvertently make decisions that might defeat them.

Some key questions to start your entrepreneurial thinking:

1. What do you love?
2. What are you good at?
3. What are you willing to pay to play?
4. What do you bring to the table?
5. What's the worst case scenario look like?

Knowing what you want increases the chances of getting it, and you will see things you normally would overlook. You can create your future, or react to it. Doing both is having a full toolset. Successful ventures are driven by desire so it is important to know what you love, and why it is important to you. Many people don't typically have entrepreneurial insights because they don't know what they're really seeking. Create a stress-less environment, a space to think and create, so that you can embrace and transform obstacles and surprises into assets and opportunities.

Recommendations

Recommended reading: [Why Businesses Don't Experiment](#), Harvard Business Review April 2010.

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I am co-facilitating a Women's Leadership Conference on May 20, 2010 in Cambridge, MA sponsored by Monitor Corporation, for senior business women. For more information, [click here](#).

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