



Entrepreneurs & Intrapreneurs (How to Think Like an Entrepreneur)

Imagine office stationery without Post-it® notes, or the rise in popularity of computer game consoles without the Sony PlayStation®. What about Facebook® without the "like" button?

All of these iconic products (and more) were the result of intrapreneurs – people who think and act like entrepreneurs while working for a larger organization. Intrapreneurs take the initiative, often on their own, to create new products, processes, policies, and services for their organization, while still abiding by its mission, values and objectives.

Skills Development lessons and activities for thinking like an entrepreneur and an intrapreneur include:

1. Competitive and Assertive Nature
2. Creative Thinking
3. Managing Ambiguity
4. Need for Achievement
5. Independence of Thought and Self-Directed Action
6. Organizes, Manages and Assumes Risk
7. Methodical and Organized
 - a. Write down a problem you want to solve or a situation you want to make better.
 - b. Ask questions to learn as much as you can about what's causing the problem.
 - c. Propose different solutions to this problem.
 - d. Weigh the advantages and disadvantages of each proposed solution.
 - e. Choose the best solution and try it out.
8. Diplomatic & Persuasive
9. Perseveres Despite Adversity or Set-Backs
10. Learns From Failure
11. Always Asks "What can I do to improve this?"
12. Takes the Initiative

The second half of this module presents ways in which fundamental Intra- and Entrepreneurial skills are developed: Through strengthening one's ability to take initiative via the IDEA Method.

Entrepreneurial Thinking comes from an IDEA © Behrens, 2001

I= Imagination

D= Determination

E= Execution

A= Accountability

Imagination means we consider what currently 'isn't'. We constantly look around and ask ourselves, "How can we improve this?" And we take our Imaginative suggestions to our supervisor for consideration & discussion.

Determination means that we don't give up. No matter the obstacle, we exceed expectations.

Execution means we do the right things and we do things right. Excellence is our standard. If we checked-in with our supervisor in the Imagination stage and we gained approval, we can be sure we are doing the right things. If we're not sure we are doing it right, we should ask our supervisor!

Accountability means that we take responsibility for our outcomes. Blaming or creating excuses or claiming we didn't know what to do next is counterproductive to successful collaboration.

"He who sees a need and waits to be asked for help is as unkind as if he had refused it."

-Dante Alighieri, poet (1265-1321)