

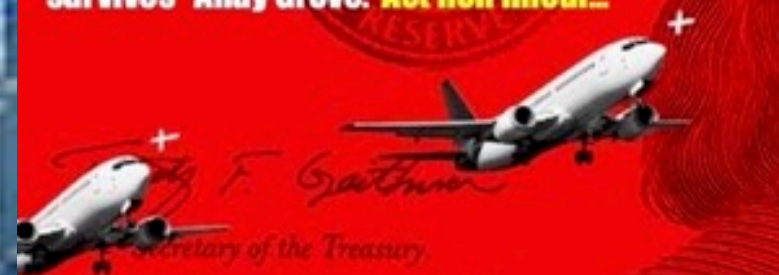
Seminar (1)

Introduction,
**explanation of
business skills,**
introduction to
micro-or (intro)
entrepreneurship.

TAKE OFF STRATEGIES

Many black swans, lethal risks and your
company is at a strategic inflection point

Organizational Advisors isn't the right solution. Exponential
development Consulting (10X) is missing, testing ideas/business
models, blitzscaling. Simply maintaining your position is a death
sentence. In these situations "only the paranoid
survives" Andy Grove. **Act non linear...**



DARE TO DREAM

ORGANOTECHNICA BUSINESS CONSULTANTS

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INTRODUCTION

**This is a seminar on micro-
entrepreneurship.**

**We start this seminar completely
convinced of the value and timeliness of
what our learning experiences had to
offer.**

**We were intrigued by the challenge of
exploring about micro-entrepreneurship,
Life Long Learning and about coping with
complex changing micro-environments.**



CORE ISSUE

Eliciting the micro-
entrepreneurship from our
teams (group of learners)
that would **enable them to
emerge as winners in a
highly competitive local or
regional markets.**



WHY THIS SEMINAR

The case has been made that we now live in a knowledge era where the value of Intellectual Capital has supplanted physical assets.

It is a lethal problem and an exponential democratizing opportunity if you will try...

In this world, micro-entrepreneurs must make every one smarter while simultaneously aligning the energy and commitment of the people in their micro-organizations.

This seminar will help determine ways for maximizing your Intellectual Capital and develop ways to generate new knowledge related to your local or regional business.



The knowledge economy

The knowledge economy stands on three pillars:

The first: knowledge has become what we buy, sell, and do. It is the most important factor of production.

The second pillar is a mate, a corollary to the first: knowledge assets—that is intellectual capital – have become more important to companies than financial and physical assets.

The third pillar is this: to prosper in this new economy and exploit these newly vital assets, we need new vocabularies, new management techniques, new technologies, and new strategies.

On these three pillars rest all the new economy's laws and its profits at the local, regional or global level. Machines are your “competitor” ...



WHY ENTREPRENEURSHIP

We no longer live in a time when our employment in a company is for life and working conditions usually do not allow for a decent living for our family.

The shock of dismissal without a safety net is something that is predicted to happen 5-10 times in our lives. Whether we choose micro-entrepreneurship or intra-entrepreneurship, entrepreneurial skills are the golden parachute in times of layoffs and dystopian working conditions.



Current work environment

Micro-entrepreneurship or intra-entrepreneurship is not just about technical skills or vocational training.

The Peter Drucker pioneer in entrepreneurship studies for more than five decades has written convincingly about the current economy and knowledge society. It was not many decades ago that the job for most people was to simply execute orders and those routines that fit into a regular and predictable corporate engineering routine. The bosses shared the goals. Job roles today have become largely unpredictable, and the big picture is vague, volatile and unpredictable. There are many fewer supervisors to give direction.



PURPOSES

Our approach aims to molding

**innovative ,
risk taking ,
ambitious,
flexible micro-entrepreneurs.**

Central element for us is the link
between self awareness (audit)
and micro-entrepreneurship.



The winners...

And the winners likely be those whose members could take risks and innovate, who could work smoothly on teams and motivate colleagues, and who could not only copy with change but also spur change.




MINDSET...

In short micro-entrepreneurship would separate winners from the losers.

At these 10 seminars we took whatever initiatives we would to elicit the mindset and behavior we need, remaining change ready and strategically adaptable.



WHAT WE TEACH



We teach the abilities to micro-innovate, to remain flexible and adapt constantly, to set ambitious goals, to think, to move quickly, and to take risks. Our principles are rooted in the notions that “we are all entrepreneurs” and that our whole life are filled with micro-entrepreneurship opportunities.

We can be micro-entrepreneurs or micro-intropreneurs in everything we do in our work and in our daily lives.

KEYS TO SUCCESS

Success comes by molding you into micro-entrepreneur who:

- **Understand personal strengths and weaknesses**
- **Adapt to embrace a changing world**
- **Engage others with a positive attitude**
- **Energize themselves and others through vision, ambition, integrity and discipline**



Micro-entrepreneurial skills

- **Advisers, colleagues, public or non-governmental organizations can help you at an extremely critical point to acquire the right mentality, to point out the qualifications you need to develop, but...**
- **There's much work to be done by yourself!!!**



What aspiring micro-entrepreneurs do?

- **Developing an entrepreneurial vision the future and strategies and tactics to achieve that vision**
- **Communicating direction in words and deeds to all those cooperation is needed**
- **Energizing people to overcome barriers to change by satisfying basic, but often unfulfilled human needs.**



Our approach

- **We reject quick fix approaches that equate micro-entrepreneurship with mere technique and tactics.**
- **Our job is not to persuade participants what to do but to equip them with the skills to discern on their own what needed to be done.**
- **We believe that each person possesses untapped micro-entrepreneurship potential and we don't foster what might be called a 1 percent model of entrepreneurship: 1 percent of the team, only 1 percent of the time.**
- **Still micro-entrepreneurship is defined not by the scale of the opportunity but by the quality of the response.**



Current working environment

Businesses have often – and sometimes ruthlessly – decided to eliminate middle managers in the pursuit of profitability. The surviving middle managers are responsible for the increasingly broad parts of control. Most office workers on their own are often self-organizing, independent, prioritizing and promoting themselves through often self-imposed initiatives and responsibilities. In addition, in a more competitive and rapidly changing market, businesses need to respond at an ever-increasing rate. This urgency has decentralized responsibilities.

This shift has transformed skills that were critical to big business or top management to be necessary for each of us. No one can succeed by passively following the commands or recipes of success of the past. even ordinary employees are increasingly self-managers making decisions. in addition to an accelerating rate of change, roles and goals are constantly evolving and require constant judgment and the ability to “learn on the fly”.



Who grows in such environments?

those who can:

**learn,
innovate,
exercise good judgment,
take responsibility for their actions,
and take risks.**



These traits are not like the technical skills required of a good lawyer, accountant, or salesperson. Come from the development of mentalities and skills. Simple professional training is not enough. Of course, success in any job is impossible without the necessary technical or professional skills. But while once these skills alone were the power or type of success today they are not enough.

Ingenuity

Ingenuity means the ability for new approaches to exploit conjunctures in an original way. Is the creative embrace of new ideas and cultures. Requires the development of imagination, adaptability, creativity, flexibility, speed. A spirit of indifference must be developed that frees us from prejudices, connections, fears, and a narrow spirit that prevents us from seeking new ideas and opportunities.



Dare to do business

Few companies have a bold spirit or often market leaders become conservative instead of leaning forward for new opportunities or threats on the horizon. If we want to survive in business we are always ready for change, we think in terms of local markets with the awareness that there is always international competition, we seek to do it very well, we do not seek easy victories because they are harbingers of tomorrow's disaster.



CUSTOMER DEVELOPMENT MANIFESTO

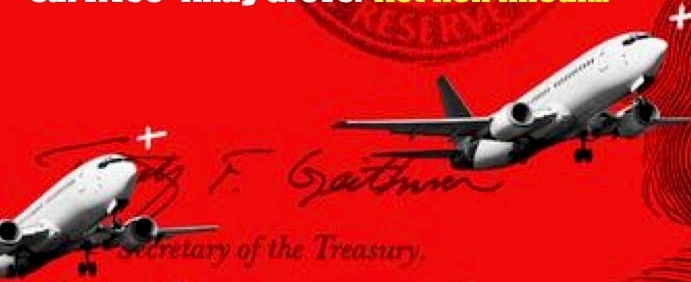
1. **There Are Not Facts Inside your Building , So Get Outside**
2. **Pair Customer Development with Agile Development**
3. **Failure is an Integral Part of the Search for the Business Model**
4. **If you are Afraid to Fail you're Destined to Do So**
5. **Iterations and Pivots are Driven by Insight**
6. **Validate Your Hypotheses with Experiments**
7. **Success Begins with Buy-In from Investors and Co Founders**
8. **No Business plan Survives First Contact with Customers**
9. **Not All Startupos are Alike**
10. **Startup Metrics are Different from Existing Companies**
11. **Agree on Market Type-it Changes Everything**
12. **Fast, Fearless Decision-Making, Cycle Time, Speed and Tempo**
13. **If it's not about passion, You are Dead the Day You Opened your Door**
14. **Startup Titles and Functions Are Very Different from a Company's**
15. **Preserve Cash While Searching. After its Found Spend**
16. **Communicate and Share Learning**
17. **Startups Demand Comfort with Chaos and Uncertainty**

By Steve Blank

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