

INTRODUCTION

MODULE 3

Entrepreneurial Thinking

Your ability to learn and apply faster than your competitors can be the key to sustainable competitive advantage in today's marketplace.

Successful leaders and companies are those that are continually developing faster, better, more convenient and cheaper ways to satisfy their customers better than anyone else. Because products and services are becoming obsolete at a faster rate than ever before, you must position yourself ahead of the curve of change and lead the field rather than leaving market leadership to others.

One good idea is all you need to leapfrog your competitor in today's marketplace. When you continually seek out ways to position your products and services, and keep your company ahead of your competitors, you develop the skills of entrepreneurial leadership that guarantee greater possibilities and opportunities in the future.

In this program, you learn some of the key skills of thinking and acting practiced by the most creative and entrepreneurial managers and leaders in every business. By applying these skills, you can change the entire direction of your organization for the better, and take firm control over your destiny.

"Imagine starting
over. Think of
reinventing yourself
and your business
every year."

WHAT YOU WILL LEARN IN THIS SESSION

“Entrepreneurial leadership requires the ability to move quickly when opportunity presents itself.”

1. The most important single factor impacting your business;
2. The purpose of a business;
3. The importance of customer service;
4. Key qualities for entrepreneurial leadership;
5. Value migration strategy;
6. White space strategy;
7. Multi-variable approach to product improvement;
8. Three entrepreneurial leadership strategies;
9. Positioning strategies;
10. Creative marketing and growth strategies;
11. Creative marketing through distribution channels;
12. The key to market leadership.