

JEAN ROBERTS UPDATE

August 2017 – The basics of ‘Entrepreneurship’

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Link to details of current and coming publications are listed, with all 2017 issues of Jean Roberts Update:

<https://www.echobooks.com.au/business/jean-roberts-management-publications/>

The three basic components of Entrepreneurship ... Innovation + creativity + emotion

Innovation

Entrepreneurs of any age, background, culture or level of education – use the principles and practices of innovation as a basis for entrepreneurial activity. Innovation covers:

1. something newly introduced (such as a new method or device),
2. inventing or beginning to apply new or different methods or ideas, and
3. renewing or creating something new from what already exists.

A common myth about innovation is that innovation is only about new ‘things’. Not so! Innovation can also be about improving, changing – or even doing away with – existing ‘things’.

Creativity

There is a process of creativity, and it's possible for any person to be creative:

1. some of us create conceptually – others technically,
2. some create easily – others with effort.
3. some create visually, dreaming dreams and seeing visions,
4. others through research, digging into facts, gathering opinions or examples, examining case studies, and comparing statistics.

It's possible – and highly desirable – to schedule creativity into your work-life, in the same way that you schedule ‘paying accounts’ into your work schedule. To do so, requires an understanding of the process of creativity:

Emotion

The one essential ingredient for creativity is emotion,

1. think of the many thousands of thoughts that come into your mind each day- most of which simply pass on into your subconscious or out into the ether: thoughts can flow from many sources, including events, observations, conversations, dreams, reading or experiences,
2. the thoughts that connect with your emotions are those you will keep in your conscious mind to work with in some way: the connecting emotion can be positive, negative, or somewhere in between,
3. the essential ingredient for creativity is the connection between thought and emotion. There is no more powerful force than this. You can become excited, angry, concerned, interested, confused, desperate, traumatised, fulfilled, exhilarated in an instant response to a thought – what you are experiencing is the triggering of a creative response.

If you simply allow your emotional response to dominate your thinking, the opportunity for creativity may pass. However, when you respond intellectually to the emotional response, you are on your way to creativity.

It's then a matter of allowing your natural creative style to lead further thoughts along this tangent to develop into a concept plan, and then with more work, into a project plan.

In 2017, the world continues to change at a rapid pace – just consider sport, education, science, travel, business, technology, leisure, investment, retail, communication, warfare, terrorism, investment, ageing, health, climate, transport, competition, employment, social benefits, population growth, politics, government, diversity, human rights ... and more.

These are only some of the aspects of our day-to-day lives where change seems to be constant – an excellent environment for entrepreneurship!

Entrepreneurs are people, not organisations. An organisation of any kind is simply a group of individuals – and the people within that group can change, as can the level of interest in and commitment to entrepreneurship.

Entrepreneurship is a mind-set – firstly an attitude that things can be different or better, then a belief, and only then action,

Entrepreneurship is a craft – best learned by doing! Knowing how to think, plan, cost, schedule, market, build or produce, improve your product or service, recognise risk, monitor your market and competitors, build relationships, consider partnerships – and expand both your business and your products or services.

In their book The Innovation Formula - how organisations turn change into opportunity, Michael Robert and Alan Weiss state that **entrepreneurs are often viewed as 'business washbucklers who catapult new ideas into public prominence while they storm the walls of the establishment'**.

However, with the benefit and wisdom of 20+ years of research, these authors present a very different picture with their descriptive yet prescriptive statement that **they found 'true entrepreneurs aren't pirates, but disciplined sailors who anticipate the winds and tides of change'**.

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My newest publication is **One Person Show – the smallest of small business** (paperback and eBook), featuring both my and Shakespeare's experiences as sole-operators/entrepreneurs.

This is a 'how-to' and 'how-not-to' book, based on personal and historical experience. The final chapter sets out my entrepreneurial approach to action-research, which was the backbone of my 27 years as an independent consultant, trainer and writer for nonprofits and SMEs.

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