



Change Agents as Successful Entrepreneurs

Are you ready for the “buy in” of the individual members of your organization? Personal Investment is the challenge now facing many organizations of the 90's. Individuals need to be ignited to a highly focused level of performance for this process to succeed. As Webster's definition describes, it requires considerable initiative and risk. Profitable risk-taking is not a culture that is familiar, comfortable, or considered normal to many employees. Generally, less than 10% of employees in any business have the innate ability to think and initiate momentum as entrepreneurs, i.e. risk takers.

The time has clearly come to accept the need and the challenge of the entrepreneurial spirit. The challenge is being self-responsible and contracting for the position or job that each employee has been performing, in many cases, for an entire career. On the surface, this would appear to be a grand opportunity to be more successful than previously possible.

Historically, this is contrary to the core reason that many people sought careers in large or small organizations, and chose to stay until their retirement. One of the attractive aspects of work in the corporate environment was that it was a relatively safe, predictable, and traditional work scenario. If an individual worked well, only did what they were told, and did not cause trouble or make waves then she or he could feel confident of only a minimal amount of threat. This is changing...

This change cannot happen just because it is so declared or mandated. The need to assist employees in accepting this change and moving through their fears and reticent mind set is inevitable. The guidance to facilitate this change and have a predictable success is definitely in order. Ignoring assistance for a culture that has an opposing way of approaching risk is a setup for failure.

This is a window of opportunity to embrace the concept of the lemonade stand, which is the American Dream that all of us were given. The idea is to maintain the individual spirit and vision while at work instead of saving it for after hours, weekends, and retirement. We can have our lemonade stand now.

How can your organization get ready?

We offer a fast-paced, two day course (with a one day follow up within 90 days) designed for all personnel (because all employees will be affected by the changes.) The process explores the history of organizational dynamics in order to better understand the obstacles that will challenge the individual investment.

Training will cover such areas as:

- Understanding that employees have done nothing wrong, they are productive efficient workers now exploring the idea of risk-taking for profit.
- Learning to normalize risk-taking.
- Gaining skills in thinking as an owner/operator, learning to be responsible for the individual vision to support designing the mission.