




Interactive Session at
ENTREPRENEUR INDIA 2012



Agenda

5 Key Entrepreneur Mindset Strategies


- Share the Reward, Own the Risk
Learn to be generous and brave
- Ultimately it is "Us Only"
Let's Build Personal Capacity
- The Team and 'I'
How to Create a Dream Team
- The Business Can Look After Itself
Let's Build a Brand
- On the Job 24/7
Let's Find the Time



Share the Reward, Own the Risk
Learn to be generous and brave


Reward
Structure generous offers within the parameters of sustainability

Risk
Gamble only what you can afford to lose
Always have a Plan B
Cover stakeholder's loss




Ultimately it is "Us Only"
Let's Build Personal Capacity

Idea generation
Leadership
Mentorship
Accountability




The Team and 'I'
How to Create a Dream Team

- Introspection
- Team building
 - Intuition and system
 - Integrity not skills
 - Need-fit, system-fit, people-fit
- Team structuring
 - Importance of pillars
- Carrying the team
 - Capacity building
 - Facilitate and inspire




The Business Can Look After Itself
Let's Build a Brand

- Building brand equity
- Reinforcing brand equity
- Capitalizing brand equity
- Protecting brand equity



On the Job 24/7
Let's Find the Time

- Annual Calendar
- Short Term Planner
- Immediate Stopwatch



Conclusion

The enemy of fun and fantasy
is job work.

Be a growth entrepreneur and enjoy
shubh labh.



THANK YOU