



## Entrepreneurial Mindset

### Cisco Entrepreneur Institute

Based on the experience of the iExec Education Program developed by IBSG and Cisco's reputation as a leader in the use of Internet business solutions, Cisco created the Cisco Entrepreneur Institute to address the competency gaps that inhibits individuals, businesses, and governments from fully participating in the global networked economy.

### Entrepreneurial Mindset Course

The Entrepreneurial Mindset course is specifically designed to explore the mindset of successful entrepreneurs. Rather than focus on business plans and balance sheets, you'll examine the world through the eyes of real-world entrepreneurs who will tell you how they think, how they are able to recognize opportunities, and the mindset that enabled them to transform those opportunities into successful new ventures. Through their stories we will unravel the mysteries and explore the realities of what it really takes to start and grow a successful new business.

The course can be either facilitator-led or self-directed.

### Expected Outcomes

When participants complete the Entrepreneurial Mindset course, they should be able to:

- Understand entrepreneurship, entrepreneurs, and their importance to economic growth.
- Identify the possibilities and potential as well as the perils and pitfalls of entrepreneurship.
- Explain the old economy and the mindset that ensued as well as the disruption and the changes that occurred.
- Describe the new economy and the entrepreneurial mindset that is emerging.
- Recognize the importance of embracing change and the dangers of denial.
- See the economic landscape through the eyes of an entrepreneur, understand their perspective, and have insight into their abilities to recognize opportunities that others overlook.
- Understand and be able to foster and apply the essential habits, attitudes, behaviors, and characteristics that enable entrepreneurs to transform an opportunity into a successful new venture.

## **Audience**

This course is designed for entrepreneurs who are considering starting a business or for those who have already started a business and would like to learn how to take their business to the next level of growth.

## **Hours**

The facilitator-led course is 34 hours which includes 20 hours of facilitated discussions, guest lectures, group exercises, classroom exercises, and individual activities; 8 hours of after class activities; and 6 hours of online course materials.

**The self-directed course takes 6 hours to complete.**

## **Course Outline**

### **1 Principles**

- 1.1 What Is Entrepreneurship?
- 1.2 Entrepreneurship Is not Management
- 1.3 What Is an Entrepreneur?
- 1.4 Real-World Insight
- 1.5 What Does It Take to Become an Entrepreneur?
- 1.6 Create the Future
- 1.7 Risk and Reward
- 1.8 Proceed with Confidence

### **2 Paradigm**

- 2.1 The Organizational Perspective: Origins and Outcomes
- 2.2 The Organizational Mindset
- 2.3 Hope Arrives on Friday
- 2.4 Shift Happens
- 2.5 Disruption, Chaos, and Confusion
- 2.6 The Entrepreneurial Perspective: Origins and Outcomes
- 2.7 The Entrepreneurial Mindset
- 2.8 Hope Arrives on Monday
- 2.9 Old Paradigms Die Hard
- 2.10 The Assumption of Complete Knowledge

### **3 Perspective**

- 3.1 Opportunity Found: An Entrepreneur's Perspective
- 3.2 Fundamentals of Value Creation
- 3.3 It's not About Us
- 3.4 A Solution in Search of a Problem
- 3.5 An Inside-Out Perspective
- 3.6 Hope Is not a Strategy
- 3.7 EQ vs. IQ
- 3.8 Know Thy Customer

- 3.9 Know Thy Self
- 3.10 The Maze
- 3.11 Problems Are Opportunities
- 3.12 Opportunity Assessment
- 3.13 Basic Financial Aptitude
- 3.14 Scalability/Growth Potential
- 3.15 Objectivity

#### 4 ICT Solutions

- 4.1 Review
- 4.2 Growth Mindset
- 4.3 Internal vs. External Locus of Control
- 4.4 WinX
- 4.5 The Big Brother Alliance
- 4.6 Social Intelligence
- 4.7 Networking
- 4.8 Creativity
- 4.9 Creative Solutions to Everyday Problems
- 4.10 Intuition: Going with Your Gut
- 4.11 Thin Slicing
- 4.12 Willingness to Embrace Change
- 4.13 Curiosity Is Required
- 4.14 Tolerance for Uncertainty
- 4.15 Reducing Uncertainty
- 4.16 Vision
- 4.17 The Power of Human Potential
- 4.18 Agility
- 4.19 Opportunistic Adaptation
- 4.20 Focus and Execution
- 4.21 Facing Your Fears
- 4.22 Perseverance and Determination
- 4.23 A Positive Approach



Americas Headquarters  
Cisco Systems, Inc.  
San Jose, CA

Asia Pacific Headquarters  
Cisco Systems (USA) Pte. Ltd.  
Singapore

Europe Headquarters  
Cisco Systems International BV  
Amsterdam, The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

CCDE, CCENT, Cisco Eos, Cisco Lumin, Cisco Nexus, Cisco StadiumVision, Cisco TelePresence, the Cisco logo, DCE, and Welcome to the Human Network are trademarks; Changing the Way We Work, Live, Play, and Learn and Cisco Store are service marks; and Access Registrar, Aironet, AsyncOS, Bringing the Meeting To You, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, CCVP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Collaboration Without Limitation, EtherFast, EtherSwitch, Event Center, Fast Step, Follow Me Browsing, FormShare, GigaDrive, HomeLink, Internet Quotient, IOS, iPhone, iQ Expertise, the iQ logo, iQ Net Readiness Scorecard, iQuick Study, IronPort, the IronPort logo, LightStream, Linksys, MediaTone, MeetingPlace, MeetingPlace Chime Sound, MGX, Networkers, Networking Academy, Network Registrar, PCNow, PIX, PowerPanels, ProConnect, ScriptShare, SenderBase, SMARTnet, Spectrum Expert, StackWise, The Fastest Way to Increase Your Internet Quotient, TransPath, WebEx, and the WebEx logo are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0807R)