Developing entrepreneurial attitudes as a route to improved workplace readiness

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What is Entrepreneurship?

• Entrepreneurship employs "the gale of creative destruction" to replace in whole or in part inferior offerings across markets and industries, simultaneously creating new products and new business models.

• Thus, creative destruction is largely responsible for long-term economic growth.

• An entrepreneur is willing and able to convert a new idea or invention into a successful innovation

Joseph Schumpeter (1934)
Checking your perceived potential for acting entrepreneurially

We are all part of society. How do we fit ourselves into it and perceive our social roles?
Checking your perceived potential for acting entrepreneurially

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Job market considerations with employability

- Intrinsic factors and values
- Job image and others’ attitude
- Financial rewards
- Career path and prospects
- Working process and environment
Checking your perceived potential for acting entrepreneurially

How do we cross the barriers in changing our mind-set from rather “traditional” to greater “entrepreneurial”?
Checking your perceived potential for acting entrepreneurially

People like Steve Jobs and Richard Branson definitely know “how”, but let’s start simple…
Checking your perceived potential for acting entrepreneurially

...let’s look at the people we are educating and ourselves
Checking your perceived potential for acting entrepreneurially

...let’s look at the people we are educating and ourselves in terms of:

Traditional vs. Entrepreneurial

Career path
Working process
Financial rewards
Job security
Job image
Let's check your perceived potential for acting entrepreneurially?

The Test: In your handouts, please, first choose one of the following first…

- Defined career path
- Flexible career path
- Prescribed professional training
- Opportunity to create your own self-education program
- Opportunity for incremental performance-based salary in the future
- Opportunity to become a senior manager in the future
- Mainstream job image
- Unique job image
Let's check your perceived potential for acting entrepreneurially?

...and let’s then go through the conjoint experiment in your handouts.
Checking your perceived potential for acting entrepreneurially

...let’s now check the results in order to see how our “direct” thinking differ from our sub-conscious preferences.

In your handouts, give a “1” score for every case when you have chose left or right as shown below:

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Source: Street et al. (2007)
Do you have what it takes to act entrepreneurially?

How do you discover and improve entrepreneurial intentions in people?

- Where do you locate your locus of control (i.e. internally, externally or relying on chance)?

- What is your regulatory focus (i.e. promotion vs. prevention)?

- How strong is your perceived self-efficacy?

- What is your attitude to risk?

- How well developed are your social skills (i.e. networking, acting pro-actively, etc.)?

- What about planning and overconfidence “biases”? 
What are entrepreneurial attitudes and barriers for acting rather entrepreneurially?

What do people think about entrepreneurship on average and in general?

- Opportunity or Risk?
- “Solution” or “Pain”?
- Entrepreneurial or traditional approach?
How you can change the attitudes to become more entrepreneurial?

How do you reshape standard attitudes towards entrepreneurship?

• By teaching (moving from just studying to learning by doing)

• By creating an entrepreneurial mind-set and facilitating an entrepreneurial environment for various stakeholders (real business, government, graduates, etc.)
Some examples of the tools for the paradigm shift in teaching

The Lean Launchpad