



# 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

**KBTU**  
BUSINESS  
SCHOOL

GROWING  
GLOBAL  
LEADERS

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

We are all part of society. How do we fit ourselves into it and perceive our social roles?

## Job market considerations with employability

**Intrinsic factors  
and values**

**Career path and  
prospects**

**Job image and  
others' attitude**

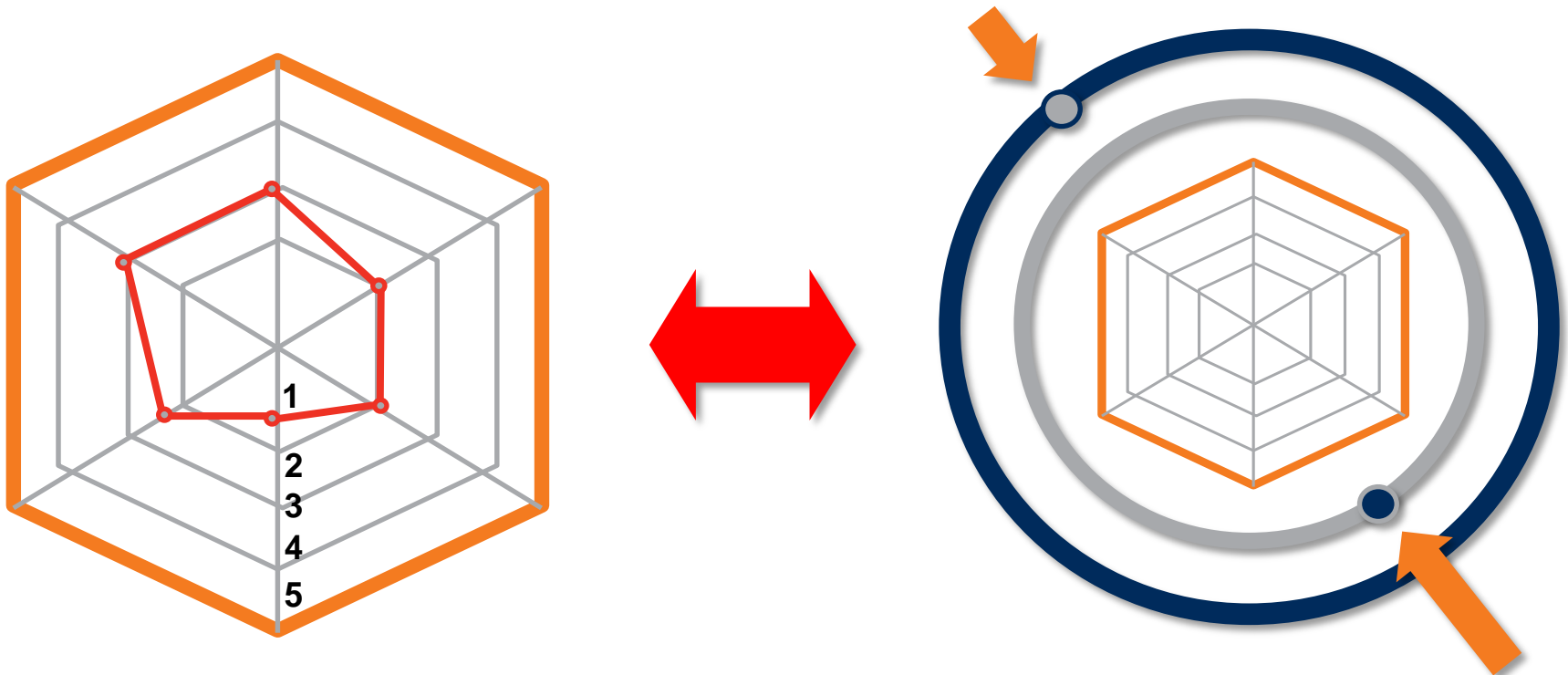
**Working process  
and environment**



**Financial rewards**

# Checking your perceived potential for acting entrepreneurially

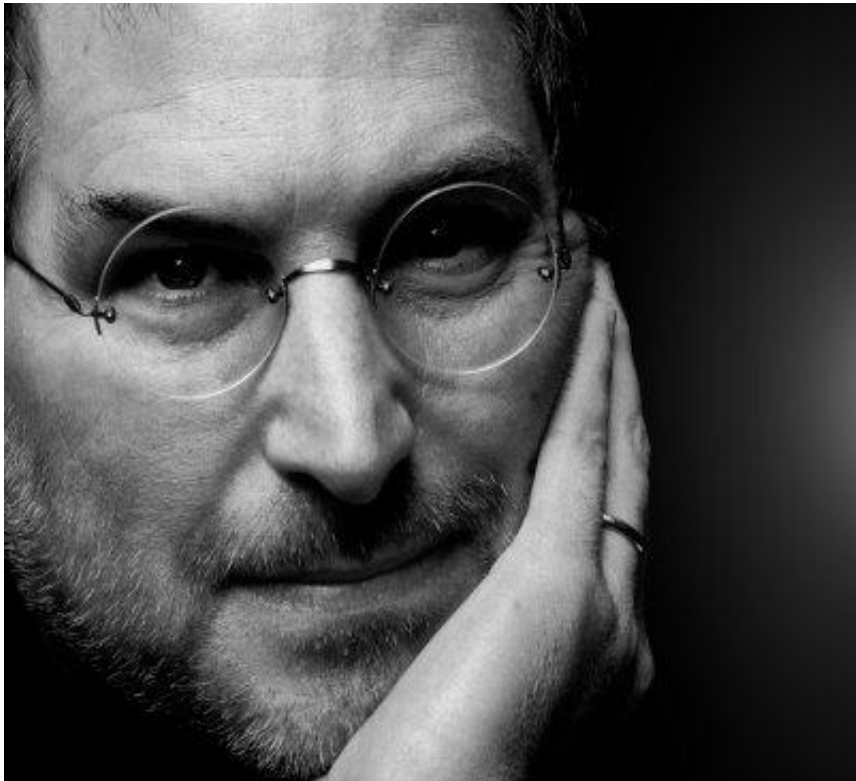
How do we cross the barriers in changing our mind-set from rather “traditional” to greater “entrepreneurial”?



# 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





# Lets check your perceived potential for acting entrepreneuriallly?

The Test: In your handouts, please, first chose 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 for equity in the future

Opportunity to become a senior manager in the future   Opportunity to become a senior partner in the future

Mainstream job image   Unique job image

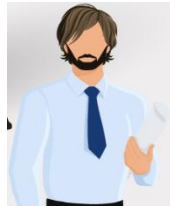


# Lets check your perceived potential for acting entrepreneurialially?

...and let's then go through the conjoint experiment in your handouts



VS.



VS.



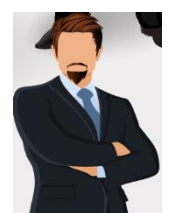
VS.



VS.



VS.



# 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:

Optimal pairs for estimating main effects for 5 binary attributes

Set #	Option 1					Option 2				
	A <sub>1</sub>	A <sub>2</sub>	A <sub>3</sub>	A <sub>4</sub>	A <sub>5</sub>	A <sub>1</sub>	A <sub>2</sub>	A <sub>3</sub>	A <sub>4</sub>	A <sub>5</sub>
1	0	0	0	0	0	1	1	1	1	1
2	1	0	0	1	1	0	1	1	0	0
3	0	1	0	1	0	1	0	1	0	1
4	0	0	1	0	1	1	1	0	1	0
5	1	1	0	0	1	0	0	1	1	0
6	1	0	1	1	0	0	1	0	0	1
7	0	1	1	1	1	1	0	0	0	0
8	1	1	1	0	0	0	0	0	1	1

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”?

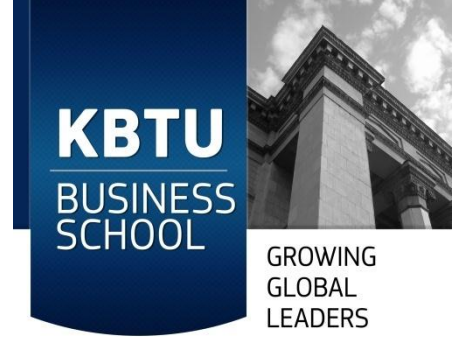
# What are entrepreneurial attitudes and barriers for acting rather entrepreneurially?



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.)



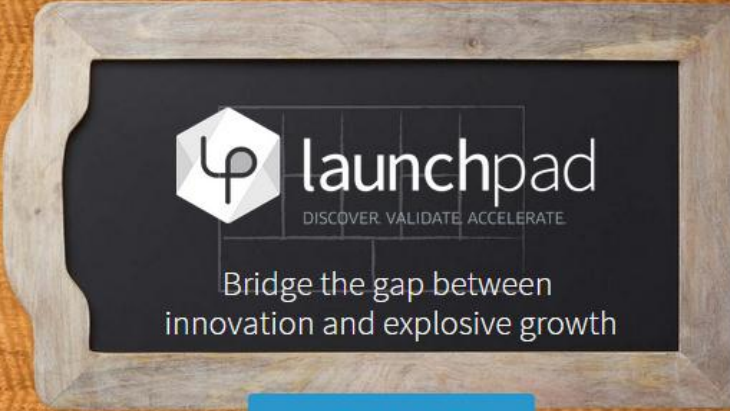


# Some examples of the tools for the paradigm shift in teaching


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## The Lean Launchpad

SOLUTIONS WHO WE ARE  LOG IN

 **launchpad**  
DISCOVER. VALIDATE. ACCELERATE.

Bridge the gap between  
innovation and explosive growth

[GET STARTED](#)

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