

A hand in a dark suit with a white shirt cuff holds a white baton, pointing it towards the text. The background is a dark grey with a pattern of light grey squares of varying sizes, some of which are slightly blurred, creating a digital or pixelated effect.

Behavioural Leadership.
Humanised.

INNOVATIVE
ENTREPRENEUR

The Keywords



WHAT is INNOVATIVE ENTREPRENEUR?

An Innovative Entrepreneur is a person who promotes business within a financially risky environment. Others have indicated that an entrepreneur is a person who identifies a need and fills it by managing, organising and initiating its business, even though he or she knows that the initiative might encounter a financial risk and puts full and unreasonable commitment to achieve its goals and make the impossible possible. Entrepreneurs always observe, spot opportunities, dare to take risks and make meaningful results out of it.

They foster and stir a climate of innovation and creativity coupled with:

- Inspiring visions and clear direction.
- High risk and unconventional strategies.
- Bold and courageous tactics to reach and accomplish their goals.

WHY is it important?

Innovative entrepreneurship is what makes the difference! It demarcates and differentiates between a good organisation and a great performing organisation. It is the ability of the whole team to create, innovate, and venture in unique approaches to tackle business challenges and enhance the business opportunities. Imagine that entrepreneurship and innovation are the machines that drive your organisation, team and individuals. This will bring you a great competitive advantage over your rivals and unmatched value proposition. Therefore, in this changing and turbulent global economy, organisations are migrating from the traditional set of employees who seek only conventional employment, into creating unmatched corporate entrepreneurs who seek employability; By employability we mean employees who have the vision to shape the future, they dream, create and above all else, have the courage to strive to make their business dreams come true. They are alert, observant, challengers and forward thinkers. They see things with sharp eyes and elevate their energy and spirit to commit actions to make the best out of the opportunities that their business environment poses to them. Modern and contemporary organisations are in bad need to develop a generation of leaders who are agile, resilient and courageous and are able to take risks and initiate creative solutions to achieve the organisation goals. This is the engine of sustainable and long-term growth of the organisation to remain competitive in this uncertain global economy.

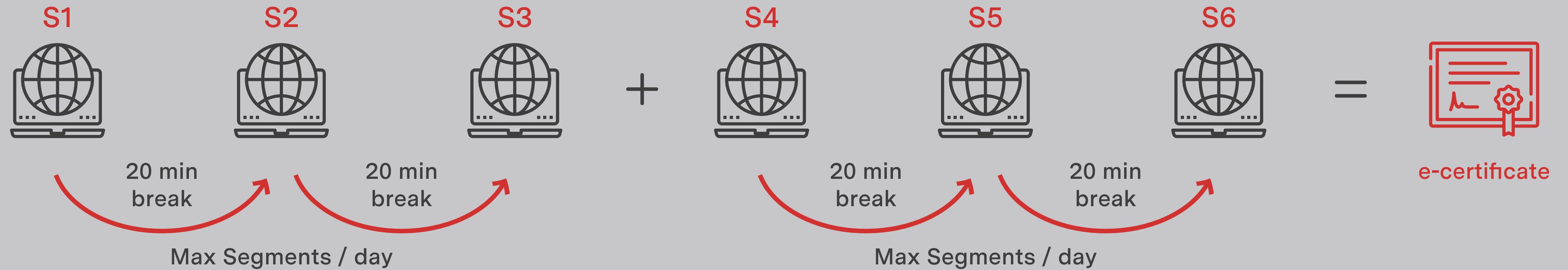
Solution Description

HOW do we build an **INNOVATIVE** & **ENTREPRENEURIAL** Workforce?

Developing a culture of innovation is a critical task for leaders and executives in nowadays business environment. It is a discipline which is possible to be developed, but it takes time and attention. The question is what are the conditions that make innovative entrepreneurial culture thrive in today's environment? This requires a visionary and adventurous leader who does not accept to live by the traditional business mind-set and boundaries. It requires someone who anticipates, innovates and is an up-streamer and a revolutionary! As firms grow, they may become less forward-thinking and less expansive. They begin to say, "We have a particular market and we want to defend that market." Therefore, innovative entrepreneurs must ask themselves how much are they willing to embrace new ideas to continue expansive and engaged thinking! This in itself will lead to another question; does changing the fundamental structure of your business worth the risk? This creates a boundary and challenge for many leaders to navigate the changing global environment. Therefore, the change is coming anyway, whether you accepted it or not! Many entrepreneurs are afraid of the unknown, so they don't take advantage of opportunities to change the marketplace. In order to embed the spirit of entrepreneurial culture you must work on novel ways to motivate and encourage employees. Generally speaking, allowing people to develop their ideas within the business framework is more motivating than extrinsic reward. As experts mentioned, employees can develop this innovative and entrepreneurial mind-set in various ways. First, work on trend-spotting followed by societal shifts in demographics, attitudes, and priorities which can dramatically increase or decrease the demand for business. Stay aggressive and forward-looking as opposed to defensive and reactive!

How We Do It?

Duration and Schedule - a total of 6-12 Interactive Digital Segments of 90 min each



Learning Process



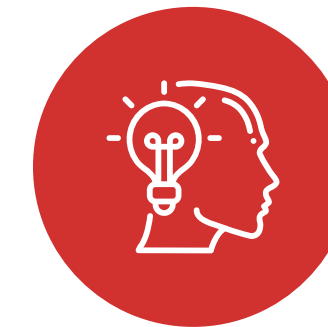
Macro Learning Intervention Options

1:1 &/Or Group Coaching

Self Driven Intense Reading

Social Learning
(Digital Passports and
Learning Partner Agreements)

Digital Practicum-
Assignments – ALP's



Micro Learning Intervention Options

LMS – Mobile App. Access to
Micro Content

Videos – Audio Learning Shots

Gamification and A.I.
Based Learning

Articles, Tips, Do's / Don'ts
Digital Cards



Recommended Assessment

The online HBDI®
Questionnaire



Module 1: Changing Business Environment & Innovative Entrepreneurial Approach

Key challenges and opportunities of businesses today. Why do organisations need to adapt an innovative differentiation approach?

What is innovation and how does it relate to entrepreneurship?

Behavioural challenges that delegates face in gaining innovative approaches in doing day to day tasks.

Creativity and the new business world: the digital aspect.

Module 2: Understand Thinking Styles & their Impact on Innovation & Entrepreneurship

Understanding and discovering cognitive preferences and the creative Whole Brain Thinking® model.

Inter-relationship between innovation, creativity and stress.

Introducing the four-quadrant innovation model and acquiring the skills of trying new ways to do things.

Acclimatising yourself into the innovative entrepreneurial approach.



For Delegates

Enhancing personal and organisational competitiveness through innovative entrepreneurship is key for the business to stay sustainable. One of the ways of “riding the wave” is to leapfrog competition through innovation and creativity. Creativity is a skill, not a gift and therefore can be learned and developed. The innovative, entrepreneurial delegate programme is designed for the front-line delegates, professional staff / supervisors. Participants will learn how to exhibit and demonstrate the behaviours of being truly an entrepreneur. These include among many, the following:

- Show confidence while doing things in new ways or a different approach.
 - Anticipating issues, challenges and problems and take initiatives to creatively preempt them.
 - Listen and observe opportunities and act on them fast to enhance results.
 - Learning by experiencing new things.
- Looking enthusiastic and encourage others to try innovation.

Module 3: Developing a Creative Mind-set & Creative Solutions

6-step model for creative problem solving.

Reaching the root cause of the challenge and defining the problem.

What are your creative skills?

Personal development programme.

Module 4: Barriers & Accelerators to Innovative Entrepreneurship

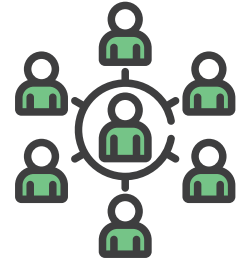
Cognitive dissonance and creativity.

Communication and creativity.

Multi-ordinality and creativity.

Besides this, during this workshop participants will discover their own hidden creative skills and they will learn simple but powerful techniques that will boost their innovation power quickly.

They will earn the skills on how to solve impossible problems and create new products from scratch. At the end of the workshop you will have established your personal “creative diet” to help you venture into new ideas, concepts and try to do things in a completely new and innovative way.



For Managers

This programme is designed to develop the managers and managers of managers by sustaining their behavioural change towards an innovative entrepreneurial approach with behaviours like:

- Adopt and show flexibility to create, develop and implement new ideas in the workplace and encourage others to experience it to achieve business goals.
- Will to explore, take risks and venture through various streams in order to reach your own or your team's goals.
- Show proactive ways to spot problems and creatively find ways to solve them. Help team members to solve these issues.
- Encourage others to learn through experiencing new things and owning the results to sustain growth.
- Challenge the status quo and strive to create a climate of innovation and creativity.
- Allow others and team members to share, voice out and try new ways of doing things and encourage this behaviour in them.
- Curious, observant and agile in responding to business challenges and opportunities. Think fast and act fast!

Module 1: Why Should Managers Cultivate the Mind-set of a Corporate Entrepreneur

Why managers need to develop an innovative mind-set and the entrepreneurial spirit now more than ever before?

What is innovation and how does it relate to entrepreneurship? What are the behaviours of innovative entrepreneurial managers?

Behavioural challenges that managers face in gaining innovative approaches while performing tasks and leading teams. (in standard and digital work environment)

Module 2: Discovering the Entrepreneur in Yourself

Discovering the whole brain creativity and innovation approach and how does our brain impact our courage to upstream and project new initiatives and ideas.

The impact of cognitive preference on the courage to try new things on you and your team members. Lessons from entrepreneurs.

Develop the skills of being resilient and agile and demonstrate these through behaviours.

Module 3: Building & Creating the Innovative Entrepreneurial Approach & Challenging the Status Quo

What are your creative skills?

6-step model for creative problem solving. Reaching the root cause of the challenge and defining the problem.

Fundamentals of KJ, application of KJ in problem solving and the application of KJ in creative solution finding.

Learning the art of questioning that leads to new innovations.

Module 4: Inspiring Others to Adopt Innovative Entrepreneurship

Motivating others to take ownership and initiate new Ideas.

How to overcome the killers of starting new initiatives (cognitive dissonance & creativity, communication & creativity, multi-ordinality & creativity).

Paradigms and inferences.

Sustaining the change in yours and others behaviours.

Personal development plan.

After the workshop, managers will be equipped with the skill-set that represents the underlying foundation to demonstrate the above mentioned behaviours. These include forward thinking, creative problem solving and the ability to motivate and encourage others.

Module 1: Corporate Leader as an Entrepreneurial Corporate Citizen

Globalisation and the case for entrepreneurial leadership. What does corporate entrepreneurship mean?

What behaviours are needed so leaders can demonstrate entrepreneurial leadership?

What is in corporate entrepreneurial leadership for leaders, teams and organisations? How does it work in the digital world?

Module 2: Formula of Entrepreneurial Leadership Development

Observing, spotting and depicting strategic opportunities that stir inspiring and creative visions. (creating and integrating inspiring vision).

Strategic ability to validate, analyse and calculate risk and how to strategize smartly.

Strategic communication and motivation of teams and individuals.

Ability to create, innovate and put strategic actions and tactics in place to mobilise resources to capture market opportunities.

Module 3: The Art of Entrepreneurial Leadership – Strategic Inspiring Visions

Vision! What is it? Why it's important for an executive?

What does it take to create an innovative and inspiring business vision? What behaviours are needed to demonstrate it?

What are the criteria and process for setting up a great vision?

Lessons from entrepreneurs on spotting, capturing and setting visions.

Module 4: The Art of Entrepreneurial Leadership - Strategizing & Synthesising Creative Solutions

Understand the model of strategic validation and screening of issues, challenges and opportunities.

Assessing your organisation's design and options for a creative and innovative re-design of the organisational architecture.

Lessons for corporate, entrepreneurial strategy and creative designs.

Module 5: The Art of Entrepreneurial Leadership - Mobilising Actions & Inspiring People

The gap of strategic cohesiveness in entrepreneurial leadership.

How entrepreneurs close the gap of strategic execution to implement their strategies. Entrepreneurs value the people side in strategic execution.

Systems and plans to monitor and control the execution efforts and measuring success of the strategic execution.



For Executives

Without innovative entrepreneurs' companies will fall into the routine and defence rather than offence strategies. This programme is for senior executives. It pays ample focus on their role in developing the inspiring visions and innovative ways for sustainable competitive growth. Executives will be taken through a challenging, thought-provoking learning experience which will help them exhibit the behaviours of true entrepreneurs that are being bold, risk-takers, creative, inspiring and visionary leaders. They will learn how these behaviours will not only help them capture market opportunities faster than the competition, but it will also set the pace and style of the entire organisation to think and act fast as follows:

- Define and agree on the meaning of a corporate entrepreneur and benchmark themselves against their definition. Proactively seek opportunities to set a creative vision and exhibit conviction, confidence and passion to make it true.
- Un-stream oneself and the organisation to make an impact on all stakeholders. Creating and building an agile organisation design to foster the entrepreneurial spirit and mind-set across all levels and functions of the organisation.
- Build and create a culture where creative solutions for problems are rewarded.
- Sustain the creativity mind-set in the entire team through a balanced approach of developing skills and acclimatising people in the innovation process.

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Brainstorming Generating Many Radical, Creative Ideas [Http://www.mindtools.com/brainstm.html](http://www.mindtools.com/brainstm.html)



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