Starting Something That Matters

November 1, 2017
The Entrepreneurial Mindset
Agree or Disagree?

1. Your entrepreneurial abilities are something very basic about you that you can’t change.

2. You can learn new things, but you can’t really change how entrepreneurial you are.

3. You can always substantially change how entrepreneurial you are.
Carol Dweck: Mindset

A **growth mindset** is based on the belief that your basic qualities [like creativity] are things you can cultivate through your efforts.

A **fixed mindset** is based on the belief that your qualities [like creativity] are carved in stone.

*The fixed mindset makes you concerned with how you’ll be judged; the growth mindset makes you concerned with improving.*

How does this mindset affect your effort and your response to challenges, feedback, failure, success, etc.? 

Source: Carol Dweck
<table>
<thead>
<tr>
<th>Fixed Mindset</th>
<th>Growth Mindset</th>
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</thead>
<tbody>
<tr>
<td><strong>Set</strong> - You have what you have</td>
<td><strong>Skills + Intelligence</strong> - Can be grown and developed</td>
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<tr>
<td><strong>How they look performance focus</strong></td>
<td><strong>Main Concern</strong> - Learning / getting better process focus</td>
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<td><strong>Something you do when you're not good</strong></td>
<td><strong>Effort</strong> - An important part of learning</td>
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<td><strong>Give up / check out</strong></td>
<td><strong>Challenges</strong> - Persevere / work through it - show more grit</td>
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<td><strong>Take it personal get defensive</strong></td>
<td><strong>Feedback</strong> - Like it / use it to learn</td>
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<td><strong>Hate them / try to avoid making them</strong></td>
<td><strong>Mistakes</strong> - Treat them as a learning opportunity</td>
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Source: Train Ugly
To the press:

“When I start in to experiment with anything, I do not read the books; I don’t want to know what has been done.”

— Thomas Edison
Growth Mindset: How can I get good at this?

Fixed Mindset: Am I good at this or not?
To the press:

“When I start in to experiment with anything, I do not read the books; I don’t want to know what has been done.”

— Thomas Edison

In his notes:

“1st. Study the present construction. 2nd. Ask for all past experiences . . . study and read everything you can on the subject.”

— Thomas Edison
I saw for the first time everything in practical operation. It was all before me. I saw the thing had not gone so far but that I had a chance. I saw that what had been done had never been made practically useful."

— Thomas Edison
I invented nothing new. I simply assembled into a car the discoveries of other men behind whom were centuries of work. . . . Had I worked fifty or ten or even five years before, I would have failed. So it is with every new thing. Progress happens when all the factors that make for it are ready, and then it is inevitable. To teach that a comparatively few men are responsible for the greatest forward steps of mankind is the worst sort of nonsense.

— Henry Ford
Edison is in reality a collective noun and refers to the work of many men.”

— Francis Jehl
(Edison’s longtime assistant)
There was nothing new [about interchangeability] to me, but it might’ve been to the Ford Motor Company because they were not in a position to have much experience along that line.”

— Max Wollering

If they can kill pigs and cows that way, we can build cars that way and build motors that way.”

— Walter Flann
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<td>How can I get good at this?</td>
<td>Am I good at this or not?</td>
</tr>
<tr>
<td>How can I form a network that is good at this?</td>
<td>Is my network good at this?</td>
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Individual | Network
You
You are Your Network

You are here
A Network (Growth) Mindset

A network mindset is based on the belief that your basic qualities (intelligence, creativity, leadership) reflect the network surrounding you.

A network growth mindset is based on the belief that you can design, construct, and adapt that network to meet changing circumstances.

A network growth mindset is critical to building “something that matters.”

*BigBang! workshops and competition will help you build a network around your idea now and teach you how to build networks going forward.*
The Path Forward: Three Lessons For Innovation & Entrepreneurship

• It is not about the idea.
• It is about commitment: yours and others’.
• The network *is* the innovation.
Fueling Creativity
Fueling Entrepreneurial Creativity

- Collective Creativity
- Collective Deviance
- Brokering
- Leadership
Collective Creativity

"You pick two people, with different experiences and maybe even different training, and put them together and you’ve got that kind of a synergy, an exchange of ideas. Because whatever this person says will provoke a hundred different ideas in this other one and a hundred different memories."

— Gianfranco Zaccai, CEO of Design Continuum
Creativity as Collective Deviance

They. . . sauntered along, with an air of taking over the entire width of the Boulevard des Invalides. When they spread out like this, they were like a free-and-easy band of soldiers off to the wars. . . . In this company and under this influence, Claude began to cheer up; in the warmth of shared hopes, his belief in himself revived.

— Emile Zola on Monet, Renoir, and the other early impressionists
Creativity as Brokering

You are here
Mickey’s 10 Commandments for (Creative) Leaders

1. Create and maintain a climate of trust.
2. Be responsive & make decisions – that’s what leaders do!
3. Empower your teammates – it takes many hands to bake a success.
4. Create opportunities for new birds to fly.
5. Remember: Experience is not a negative.
6. Make sure yours is not the only voice you are listening to.
7. Celebrate diversity and different points of view.
8. Never rest on your laurels – the next at bat is your most important.
10. Provide plenty of blank paper.

Source: Marty Sklar
Questions?