



# Cultivating an Entrepreneurial Mindset

Individuals with entrepreneurial mind-sets are drawn towards opportunities, innovation and new value creation. This interactive masterclass is designed for managers and leaders who need to cultivate innovation in both themselves and others and who wish to engage with new ways of working and seeking opportunity. Underlying the approach taken in this session is the belief that being an entrepreneur is not about starting a new business but about their attitude toward the work they do and their ability to see opportunity where others see a barrier. These entrepreneurs embrace difference and uncertainty and have courage and confidence in trying new approaches.

## *Recommended audience*

This masterclass is designed for experienced, new and emerging managers who want to develop tolerance for uncertainty, the skillset required for seeking and seeing opportunity for innovation.

## *Key benefits*

By the end of this masterclass, participants will be able to:

- Identify the value of entrepreneurship within an organization
- Identify with having an entrepreneurial mindset
- Identify the possibilities and potential as well as the perils and pitfalls of entrepreneurship
- Appreciate how new ways of approaching work can be integrated to generate effective and sustainable cultural change
- Appreciate the value of disruption and the opportunities it creates
- Foster and apply the underlying values, attitudes and behaviors of a successful entrepreneur

## *Topics to be covered*

- The relationship between entrepreneurship and management
- The entrepreneurial mindset: perspective and cultivation
- Using entrepreneurship to generate opportunity and value in both yourself, your team and your organisation
- Practical skills in the application of the entrepreneurial mindset
- Entrepreneurship in the workplace and company culture

## *Length of session*

One full-day of combined short interactive lectures and group discussions

