



# Inspiring an Entrepreneurial Culture

Presented by Dr. Bree Morrison

# Topics

- ❖ Spotting Entrepreneurial Attitudes
- ❖ Trending Business Innovation
- ❖ Modeling Collaborative Actions
- ❖ Promoting Innovative Ideas
- ❖ Next Steps....

# Spotting Entrepreneurial Attitudes

- Higher Purpose
- Self-Starters
- Responsible
- Imaginative
- High Energy
- Team Player
- Relentless
- Observant
- Inquisitive
- Resourceful
- Self-Confident
- Sense of Humor
- Sense of Possibilities
- Sense of Urgency
- Sense of Duty

# Trending Business Innovation Expeditionary Entrepreneurship

- Hurricane Maria – Puerto Rico - Jesse Levin
  - Quick and nimble responses
  - Rallying interconnected resources
  - Helped build a region from catastrophe

Source: How Entrepreneurship is Helping to Save Puerto Rico - <https://www.entrepreneur.com/article/310161>

# Trending Business Innovation Vetpreneurs

- United State Military – Training Programs
  - 49% of WWII veterans went on to operate or own a business
  - Veteran entrepreneurship is again spreading across America
    - Applies lessons from military service to business
    - Bravely handles risk and resilient
    - Builds tight-knit network of fellow veterans

# Modeling Collaborative Actions

- Applying System Thinking in Situations
  - Why do I see what I see?
  - Why do things stay the same?
  - Why do things change?
- Focus on relationships rather than the parts

Source: McKay, Zoe. (2018). Think in Systems: The Theory and Practice of Strategic Planning.

# Promoting Innovative Ideas

- Strengthen Entrepreneurial Attitudes
  - Create games to “warm up” creative thinking
  - Challenge small groups to solve situations
  - Visually post ideas for everyone to read
  - Compensate for innovative solutions

# Next Steps

- Assess Business Innovation Readiness
  - Cluster highest entrepreneurial attitudes
  - Get advise on better innovation actions
- Generate action items for follow-up:
  - Start turning those ideas into reality



Thank You For Your Participation