

ENTREPRENEURIAL THINKING

WHAT IS IT ABOUT?

In today's highly dynamic and interconnected world, the need to adopt entrepreneurial thinking is rapidly becoming a global imperative.

Gary Schoeniger, chief content development officer at the Entrepreneurial Learning Initiative, argued that entrepreneurship isn't really about acquiring business skills. Instead, entrepreneurship is the way someone thinks.

An entrepreneurial mindset offers a new framework for thinking and acting that exposes opportunities within any set of circumstances, within any domain.



WHAT WILL YOU LEARN?

- How to adopt an entrepreneurial mindset and the behaviours that support it
- The difference between managerial (causal) thinking of entrepreneurial (effectual) thinking
- The five principles of effectuation and how these translate to your work situation

**A DOER, NOT A
DREAMER**

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WHOM IS IT FOR?

Anyone who wants to tap into an entrepreneurial mindset to address today's uncertain environment

METHODOLOGY, TOOLS, TECHNIQUES TAUGHT

- Saras Sarasvathy's theory of Effectuation (2001) describes an approach to making decisions and performing actions in entrepreneurship processes, where you identify the next best step by assessing the resources available in order to achieve your goals, while continuously balancing these goals with your resources and actions