



KEYNOTES THAT TRANSLATE INTO ACTION

I believe that each of my audiences can take away actionable ideas that they can start applying immediately. Since I encourage attendees to keep me updated on their future progress, I track their efforts and their success – and provide helpful tips - in real-time.

While I customize each speech or workshop to the needs and goals of the client and attendees, the topics below represent popular subject areas among my audiences.

LIVE YOUR STARTUP DREAM **WITHOUT QUITTING YOUR DAY JOB**

EMPOWERING EVERY EMPLOYEE TO BUILD AN ENTREPRENEURIAL CULTURE

#GENERATIONFOMO: HOW TO UNLEASH THE ENTREPRENEURIAL POWER OF MILLENNIALS

ADVENTURE CAPITALISM: **INNOVATING AT THE FRONTIER**





LIVE YOUR STARTUP DREAM **WITHOUT QUITTING YOUR DAY JOB**

You don't have to choose between the stability of your day job and the excitement of entrepreneurship. Instead, you can dedicate at least 10% of your time and if possible, 10% of your money, to investing, advising, founding, and getting involved with entrepreneurial ventures on the side. Pursuing this path offers several clear benefits: you can offset downside risk, generate upside, make your life richer and more interesting, and learn what it means to be an entrepreneur. Best of all, you can contribute your new skills back at your day job for the benefit of both you and your employer.

KEY TAKEAWAYS AND ACTION ITEMS:

- Why every employee must seek diversification and ownership in their careers.
 - The benefits of part-time entrepreneurship.
 - The five kinds of 10% Entrepreneurs and which one(s) are a fit for you.
- How to design a step-by-step plan to build your 10%, including: setting aside time and money for new ventures, aligning your intellectual capital with your interests and passions, thinking like a venture capitalist to choose the right projects.
 - How to leverage your network to find opportunities and make them successful.
 - How to contribute the skills you develop in your 10% back into your day job.
 - How to take your first 10% idea from idea to action.





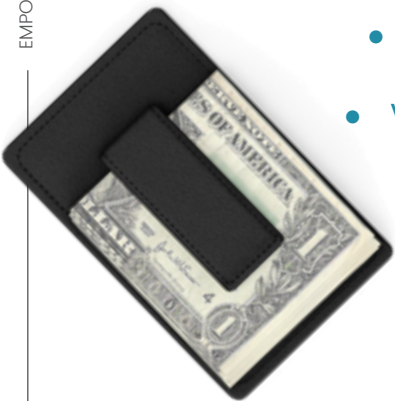
EMPOWERING EVERY EMPLOYEE TO BUILD **AN ENTREPRENEURIAL CULTURE**

In a time of rapid change, companies are hungry for fresh thinking and creative leadership that can steward them into the next stage of growth.

Unfortunately, most companies fail to create a successful culture of entrepreneurship. The solution to this problem is to take advantage of a secular trend within their own workforce – the increasing numbers of employees (especially Millennials) who are working on their own projects or side hustles. By leveraging these entrepreneurial experiences and channeling what employees are learning back into the workplace, companies can reshape their entrepreneurial DNA from the ground up. They can also empower their employees to take a stake in the future trajectory of their company

KEY TAKEAWAYS AND ACTION ITEMS:

- Why companies must build their entrepreneurial culture – from the bottom up.
- Why employees can (and must) take ownership for their entrepreneurial journey.
 - How part-time entrepreneurship creates innovators.
 - The benefits of part-time entrepreneurship.
 - The five kinds of 10% Entrepreneurs and which one(s) are a fit for you.
- How to design a step-by-step plan to build your 10%, including: setting aside time and money for new ventures, aligning your intellectual capital with your interests and passions, thinking like a venture capitalist to choose the right projects.
- How 10% Entrepreneurs can drive innovation and entrepreneurship in the workplace.
- How companies should support - and set ground rules for – their 10% Entrepreneurs.





#GENERATIONFOMO: HOW TO UNLEASH THE ENTREPRENEURIAL POWER OF MILLENNIALS

There are now more than 50 million Millennials in the US workforce. Of this total, approximately 40% of these individuals maintain side hustles – or work side jobs – outside of their day jobs. Other than generating additional income, they pursue side projects to build new skills, develop a deeper network, or explore a passion. Less than 3 in 10 are seeking to leave their jobs to work full-time on an entrepreneurial venture. Companies can unleash this entrepreneurial drive within their organizations by recognizing the entrepreneurial interests of their employees and finding ways to channel these new skills back into the workplace. In doing so, they will create a more entrepreneurial culture and increase workplace satisfaction among the Millennials on their teams.

KEY TAKEAWAYS AND ACTION ITEMS:

- The Rise of Generation FOMO.
- Side hustles, side projects, and the gig economy: what's happening out there?
- What are Millennials looking for – and how can companies meet their needs?
- How to convert the side hustle and side gig mindset into an ownership mindset.
 - How part-time entrepreneurship can help Millennials to beat FOMO.
 - How to overcome challenges and failures.
 - How to develop the mindset of a 10% Entrepreneur.
- How 10% Entrepreneurs can drive innovation and entrepreneurship in the workplace.
 - How to take your first 10% of idea from idea to action.





ADVENTURE CAPITALISM: **INNOVATING AT THE FRONTIER**

In an increasingly connected world, Silicon Valley is no longer the only game in town. If you've got an Internet connection, a smartphone, and perhaps a laptop, you're in business. As a result, there's never been a better time to be an entrepreneur. Patrick McGinnis has built his career at the frontlines of global entrepreneurship, with his investments taking him to far-flung locales like Pakistan, Turkey, Argentina, Colombia, Brazil, Mongolia, Dubai, the Philippines, and China. His experiences provide a compelling and cohesive set of case studies that highlight the upside and the perils of operating at the global frontier.

KEY TAKEAWAYS AND ACTION ITEMS:

- There's never been a better time to be an entrepreneur.
- Why Silicon Valley is no longer the center of the entrepreneurship universe.
- How do entrepreneurs operate outside of the United States and Europe?
- What are the challenges and opportunities when building at the Frontier?
- How it's possible to build global tech winners from anywhere in the world.
 - What does the future hold for entrepreneurs across the world?
 - How can all everyone benefit from the globalization of entrepreneurship?
- How anyone can find great global opportunities and become an adventure capitalist.





PATRICK'S RESULTS

EMPOWER EMPLOYEES TO TAKE CHARGE OF THEIR LIVES

CREATE A MORE **ENTREPRENEURIAL CULTURE** IN THE OFFICE

BUILD OPPORTUNITIES FOR **GROWTH & INVESTMENT** WITHIN THE COMPANY

SET CLEAR POLICIES THAT **HARNESS EMPLOYEE CREATIVITY**

ENCOURAGE NETWORKING WITHIN THE COMPANY



Get Started!

"Rather than choosing between a stable day job and entrepreneurship, why not allow your day job to provide the stability, the cash flow, and the platform to integrate entrepreneurial ventures into your career on the side?"

Paul M. Jones