THE POWER OF ENTREPRENEURIAL THINKING

TITLE:
How to Unleash Entrepreneurial Thinking Across the Enterprise

AS A RESULT OF THIS PROGRAM, ATTENDEES WILL:

- Identify the three advantages of entrepreneurial thinking versus traditional thinking

- Understand why they must take responsibility for their own education as an entrepreneurial thinker. (The 10% Entrepreneur)

- Learn how companies and teams can employ the 10% mindset to drive innovation, build an entrepreneurial culture, and retain talent in a hyper-competitive world

- Formulate an action plan to integrate entrepreneurial thinking into their work (The 5 types of 10% Entrepreneur)

ADDITIONAL TOPICS FOR RELEVANT AUDIENCES:

- How to Create a Culture of Intrapreneurship

- How to Build a Portfolio Career

- Keynote, workshop, and fireside chat formats available

Digital transformation, artificial intelligence, machine learning, big data, blockchain, Web3, NFTs, and whatever comes next. Innovation is everywhere and the pace of change is unrelenting. While the term intrapreneurship was first coined a quarter century ago, building a truly entrepreneurial culture at an established company remains challenging, regardless of their R&D budgets.

But it's not impossible. Any company can create a culture of entrepreneurship by encouraging its employees to explore their own entrepreneurial projects and then challenging them to apply what they learn back at their day jobs. In doing so, they leverage their employees to become leaner, faster, and more innovative, for the benefit of their business. Also, by encouraging their employees to spend time on projects that interest them in their free time companies unlock a unique and powerful retention tool.

Based on Patrick's international bestseller The 10% Entrepreneur as well as practices at companies ranging from Google to Goldman Sachs,   Patrick will provide your teams with the inspiration and the practical frameworks required to actively integrate every employee in the firm in the process of building an entrepreneurial culture.