

Addressing change through innovation by thinking like an entrepreneur

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If we are to address change through innovation, we must all learn to think like an entrepreneur. Entrepreneurs are action orientated individuals; they are quick to recognise performance gaps and unmet needs, they're always looking for ways to make things better. We often do the things we do because someone showed us what to do or we learned from watching someone. What would surface if we asked ourselves "How would I do this job, if nobody showed me how to do it?"

Youngest female self-made billionaire, Sarah Blakely says "real change only happens when you do it differently than everybody else".

What separates entrepreneurs from everyone else is not just their way of thinking by action, entrepreneurs also think in possibilities. Entrepreneurs don't wait for everything to be just right and for resources to be in place before pursuing an opportunity. They see the promise of possibilities and iterate and prototype their way to finding solutions.

Howard Stevenson from Harvard Business School says "entrepreneurs pursue opportunities without regard to resources currently controlled"

Entrepreneurship is not just about making money; at the core of social entrepreneurship is a way of thinking that hopes to make a difference, to make our world a better place. Making a profit is a means to that end, not an end in itself.

Social entrepreneur, Bill Drayton says "social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry".

Thinking like an entrepreneur whether in your own business or from inside an organisation is a strength that can reveal possibilities and solutions. These days we call the outcome of these insights, innovation. The entrepreneur's ability to do this can be developed; we can all learn how to think like an entrepreneur.

This 90 minute workshop introduces the concept of entrepreneurship, prototyping, recognizing possibilities for solutions to problems, the challenges of failure and how to view it as an opportunity for growth. The Sarah Blakely and Bill Drayton of this world made an impact with their products and services precisely because they stopped being on autopilot, instead they started rethinking and reshaping, coming up with innovations to make things better. They learned to think like an entrepreneur.