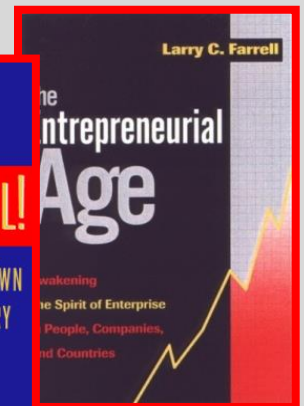
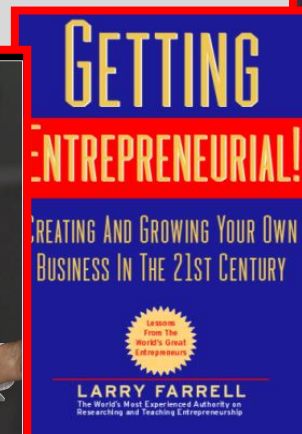
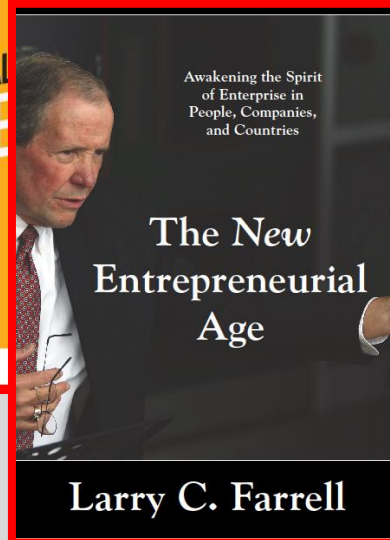
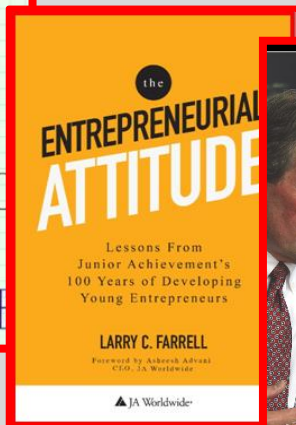
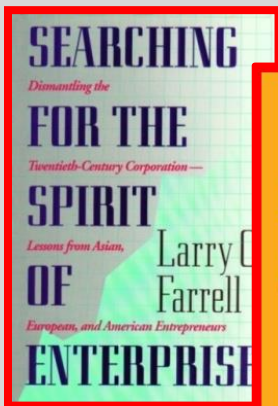


WELCOME TO FARRELL-NOVITA'S
ONLINE ENTREPRENEURSHIP SEMINARS

GETTING ENTREPRENEURIAL

*Creating And Growing Your Own Business
In The 21st Century*



*Lessons From The World's Great Entrepreneurs
And Their High Growth Companies*

PRESENTED BY LARRY FARRELL

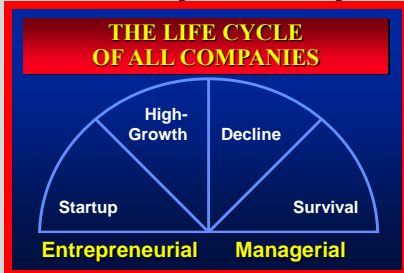


**The World's Most Experienced Authority On
Researching And Teaching Entrepreneurship**

WHAT WE'VE LEARNED

Creating and growing a business is very different from "managing" a business. "Getting entrepreneurial" requires a sense of purpose, absolute focus on customer and product, a lot of action, and a ton of self-inspiration.

Our original research is based on studying the life cycle of companies around the world. Beating the natural life cycle of organizations is tough indeed. Of America's 100 biggest and richest companies a hundred years ago, only 16 are still in business today! Here's why. . .



The entrepreneurial spirit fuels the start-up phase and creates high growth. Growth brings size and the passage of time brings new leaders. These shifts in size and leadership produce a new set of objectives. Managing becomes more important than growing. Bureaucracy erupts on every front. Growth slows down, decline sets in and soon you're on your way to demise. Our research shows that the entrepreneurial practices on the left side of the cycle must be learned and used to create a new business -- and must be maintained to continue growing that business. So welcome to "Getting Entrepreneurial!"

THE PRACTICES OF THE WORLD'S GREATEST ENTREPRENEURS



- Sense Of Mission
- Customer/Product Vision
- Hi-Speed Innovation
- Self-Inspired Behavior

GETTING ENTREPRENEURIAL SEMINAR

The *Getting Entrepreneurial Seminar* is based on Larry Farrell's three decades of researching and teaching the high growth practices of the world's great entrepreneurs. That research is detailed throughout his five books on entrepreneurship, published originally in English and numerous foreign languages such as Chinese, Spanish, Portuguese, German and Romanian. The *Seminar's* application driven approach has been tested via The Farrell Company's experience in teaching entrepreneurship to over eight million participants around the world.

70% of students and workers worldwide dream of someday running their own business. In this era of economic uncertainty and continued downsizing by big business, people are looking to entrepreneurship to achieve a greater sense of fulfillment in their work --- and to assure their family's economic prosperity. Now is the time to stop dreaming and start doing!

Our rationale is that starting and growing a business is very different from "managing" a business. Therefore the Getting Entrepreneurial Seminar gives all participants a unique grounding in the basics of entrepreneurial enterprise. Those entrepreneurial basics are:

Sense Of Mission

The Entrepreneurial Way To Deliver Product/Market Winners

Customer/Product Vision

Creating Entrepreneurial Passion To Produce Continuous Growth

High-speed Innovation

The Entrepreneurs Secret Weapon For Beating The Competition

Self-inspired Behavior

The Power Of Loving What You Do & Getting Very Good At Doing It

THE SEMINAR

Creating And Growing Your Own Business In The 21st Century

The *Getting Entrepreneurial Seminar* gives you the secrets of the world's great entrepreneurs, plus the fourteen essential application exercises to get you started. The session has two goals: that as an aspiring entrepreneur you will learn the entrepreneurial basics which propel all high growth enterprise, and you will leave the sessions with your own complete set of "Getting Entrepreneurial Applications" and a formal "Start-Up Business Plan" for creating and growing your own business!

The seminar is designed as a self-paced experience. Most students will spend nearly half the time completing the all-important Application planning exercises. At the close, most students begin working on the "Addendum" which is titled "My Start-Up Business Plan." As noted in the seminar, many famous entrepreneurs never actually wrote a business plan -- but we include the necessary and professional forms here for those new entrepreneurs who will be applying for start-up loans and capital. All banks and venture capital firms will require that you submit a full business plan -- so you will have what you need.

Finally, further start-up advice and guidance can be arranged for students and aspiring entrepreneurs who want additional assistance. We want you to succeed - and will help in any way we can!

Enjoy the seminar and best wishes for "Getting Entrepreneurial!"

GETTING ENTREPRENEURIAL SEMINAR

Creating And Growing Your Own Business In The 21st Century

INTRODUCTION: WELCOME TO THE *NEW* ENTREPRENEURIAL AGE



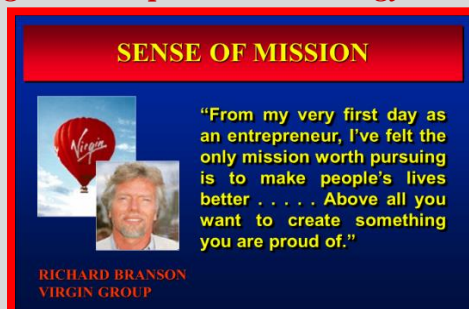
- **ENTREPRENEURSHIP: WHAT IT IS**
- ◆ **APPLICATION 1: *You're An Entrepreneur! What Next?***
- **WHAT WE'VE LEARNED – AND IT'S GLOBAL**
- **THE LIFE CYCLE OF ALL ORGANIZATIONS: *Drucker's Confirmation***
- **THE MAGIC VERSUS THE SCIENCE**
- **THE PRACTICES OF THE WORLD'S GREATEST ENTREPRENEURS**
 - Sense Of Mission: *Creating An Entrepreneurial Strategy And Culture – Richard Branson*
 - Customer/Product Vision: *Loving Customers And Loving Products – Steve Jobs*
 - High-Speed Innovation: *The Necessity To Invent, The Freedom To Act – Akio Morita*
 - Self-Inspired Behavior: *Love What You Do And Get Very Good At Doing It – Jack Ma*
- **GREAT MYTHS AND SIMPLE TRUTHS: *Bill Gates' Big Question***
- **DRIVING THE GLOBAL ENTREPRENEURIAL BOOM**
- ◆ **GREAT IDEAS 1:**

WHY PEOPLE, COMPANIES AND COUNTRIES ALL NEED IT

- **FIRST YOUR COUNTRY: *Creating An Entrepreneurial Economy***
- **NEXT YOUR COMPANY: *Reviving The Entrepreneurial Spirit In Your Business***
- **FINALLY YOURSELF: *Getting Entrepreneurial In The 21st Century***
 - The New Entrepreneurs: They Are Us: *From Jobs And Ma To Teenage Wonders*
 - The Most Important Lesson Of All: *Steve Jobs*
- ◆ **GREAT IDEAS 2:**

SENSE OF MISSION

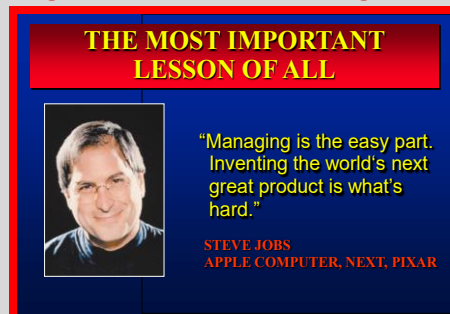
Creating An Entrepreneurial Strategy And Culture



- **SENSE OF MISSION:** *Richard Branson's Mission*
- **THE "WHAT" AND THE "HOW" OF THE MISSION**
- **"WHAT" - ENTREPRENEURIAL BUSINESS PLANS:** *Ála Matsushita*
- **CREATING ENTREPRENEURIAL BUSINESS PLANS**
- **PICKING PRODUCT/MARKET WINNERS**
- ♦ **APPLICATION 2A:** *Creating Entrepreneurial Business Plans*
- ♦ **APPLICATION 2B/2C:** *Picking Market/Product Winners*
- ♦ **APPLICATION 2D:** *It's Start-up Time!*
- **"HOW" - ENTREPRENEURIAL BUSINESS VALUES:** *Ála Watson*
- **CREATING ENTREPRENEURIAL BUSINESS VALUES**
- **KEEPING THEM ALIVE:** *Lord Forte's Challenge*
- ♦ **APPLICATION 3A:** *Creating Entrepreneurial Business Values*
- ♦ **APPLICATION 3B:** *Keeping Them Alive*
- **LEARNING MORE FROM MORE ENTREPRENEURS**
- **SENSE OF MISSION:** *America Online's Steve Case*
- **SENSE OF MISSION:** *Canada's Brian Sidorsky*
- **SENSE OF MISSION:** *Iceland's Kari Stefansson*
- **SENSE OF MISSION:** *The Mission Of Buel Messer*
- ♦ **GREAT IDEAS 3**

CUSTOMER/PRODUCT VISION

Loving Customers And Loving Products



- **CUSTOMER/PRODUCT VISION:** *Steve Jobs Vision*
- **THE REAL MAGIC OF DISNEY:**
- **THE CUSTOMER/PRODUCT MIND-SET:** *From Scooters to Big Macs To Lipstick*
- **"LOVING" THE CUSTOMER:** *Walton's Legacy*
- **"LOVING" THE PRODUCT:** *Daimler's Legacy*
- **GROWING THE OLD-FASHIONED WAY:** *More Products To More Customers*
- ♦ **APPLICATION 4:** *Great Ideas For "Loving" Customers And "Loving" Products*
- ♦ **APPLICATION 5:** *Growing The Old-Fashioned Way*
- **LEARNING MORE FROM MORE ENTREPRENEURS**
- **CUSTOMER/PRODUCT VISION:** *Estonia's Karoli Hindriks*
- **CUSTOMER/PRODUCT VISION:** *The Philippine's Edward Lee*
- **CUSTOMER/PRODUCT VISION:** *Mexico's Mario Escutia*
- **CUSTOMER/PRODUCT VISION:** *America's Master Organbuilder, John Boody*
- ♦ **GREAT IDEAS 4**

HIGH-SPEED INNOVATION

The Necessity To Invent, The Freedom To Act

HIGH-SPEED INNOVATION



"Failure is an option here. If things are not failing, you are not innovating enough."

ELON MUSK
ZIP2, X.COM, PAYPAL,
TESLA, SPACEX,
SOLAR CITY,
HYPERLOOP

- **HIGH-SPEED INNOVATION:** *Elon Musk – The World's Most Innovative Entrepreneur*
- **THE SEVEN DEADLY SINS AGAINST HIGH-SPEED INNOVATION**
- **THE TWO GOLDEN RULES:** *3M – The World's Most Innovative Company*
- **THE NECESSITY TO INVENT:** *At Hillblom's DHL*
- **THE FREEDOM TO ACT:** *At Penhoet's Chiron*
- ♦ **APPLICATION 6: Creating High-Speed Innovation**
- **LEARNING MORE FROM MORE ENTREPRENEURS**
- **HIGH-SPEED INNOVATION:** *Japan's Akio Morita*
- **HIGH-SPEED INNOVATION:** *Norway's Lars Johansen*
- **HIGH-SPEED INNOVATION:** *Canada's Jimmy Pattison*
- **HIGH-SPEED INNOVATION:** *Brazil's Lito Rodriguez*
- ♦ **GREAT IDEA 5**

SELF-INSPIRED BEHAVIOR

Love What You Do And Get Very Good At Doing It

SELF-INSPIRED BEHAVIOR

At \$231 billion, the largest IPO in the history of the NYSE!

"I applied and was rejected 10 times by Harvard University"



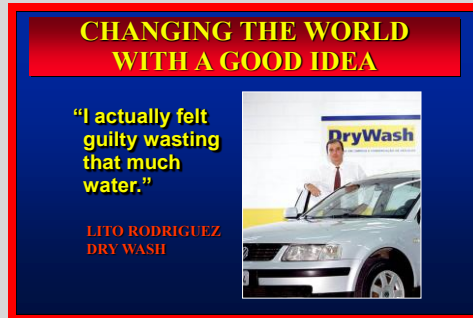
JACK MA
ALIBABA

- **SELF-INSPIRED BEHAVIOR:** *Alibaba's Jack Ma*
- **HIGH COMMITMENT AND HIGH PERFORMANCE:** *Ross Perot*
- **ENTREPRENEURIAL COMMITMENT - "I LOVE WHAT I DO":** *Ála Lever*
- **ENTREPRENEURIAL PERFORMANCE - "I'M GOOD AT DOING IT":** *Ála Johnson*
- **INSPIRING OTHERS:** *Honda Style*
- **THE ALMIGHTY POWER OF CONSEQUENCES:** *At Sam Walton's Walmart*
- **THREE PROVEN WAYS TO INSTILL CONSEQUENCES**
- **CREATING AN ENTREPRENEURIAL PERFORMANCE SYSTEM (EPS)**
- **THE "EPS" IN ACTION:** *At The World's Most Entrepreneurial Company*
- ♦ **APPLICATION 7: Self-Inspired Behavior - Raising Commitment And Performance**
- ♦ **APPLICATION 8: Creating An Entrepreneurial Performance System**
- **LEARNING MORE FROM MORE ENTREPRENEURS**

- **SELF-INSPIRED BEHAVIOR:** *Russia's Eleonora Arifova*
- **SELF-INSPIRED BEHAVIOR:** *Nigeria's Adedayo Fashanu*
- **SELF-INSPIRED BEHAVIOR:** *Colombia's Monica Rivera*
- **SELF-INSPIRED BEHAVIOR:** *Singapore's Jannie Tay*
- **INSPIRING YOURSELF:** *America's First Self-Made Women Millionaire, Sarah Walker*

A THOUGHT ON SOCIAL ENTREPRENEURSHIP

Using Entrepreneurship To Fix The World



- **SOCIAL ENTREPRENEURSHIP:** *Klaus Schwab, Founder, World Economic Forum*
 - **SOCIAL ENTREPRENEUR:** *Bahrain's Royal Princess, Shaikha Hessa Al Khalifa*
 - **SOCIAL ENTREPRENEUR:** *Peru's Fernando Tamayo*
- ♦ **GREAT IDEAS 6**

WHAT'S REALLY REQUIRED TO BECOME AN ENTREPRENEUR

The Three Requirements



- **WHAT'S REALLY REQUIRED:** *Kim Kaupe - Rejecting Shark Tank's \$725,000*
 - **THE THREE REQUIREMENTS:**
 - **AN ENTREPRENEUR-FRIENDLY CULTURE:** *Richard Branson, Fraser Morrison*
 - **A BIT OF MONEY:** *Michael Dell, John Doerr*
 - **A BIT OF KNOWLEDGE:** *Ian Macmillan, Steve Jobs*
- ♦ **APPLICATION 9: What's Really Required – The Three Requirements**
- **LEARNING MORE FROM MORE ENTREPRENEURS**
 - **WHAT'S REALLY REQUIRED:** *France's Herve' Hannebicque*
 - **WHAT'S REALLY REQUIRED:** *Chile's Barbara Silva*
 - **WHAT'S REALLY REQUIRED:** *America's Ron Doggett*
- ♦ **GREAT IDEAS 7**

GETTING ENTREPRENEURIAL CONCLUSION

Do Something Great!

THE ENTREPRENEURIAL BASICS

"The inclination of my life has been to do things and make things which will give pleasure to people in new and amazing ways. By doing that I please and satisfy myself."

WALT DISNEY



- **GETTING ENTREPRENEURIAL!** *Four Final Thoughts*
- **GETTING ENTREPRENEURIAL!** *Once More From Walt Disney*
- ◆ **APPLICATION 10:** *My Getting Entrepreneurial! Action Plan*
- **CLOSE:** *Thanks For Joining . .*

ADDENDUM

MY START-UP BUSINESS PLAN

Creating Your Own Start-up Business Plan

- **MY START-UP BUSINESS PLAN – FORMS:** *(Start During Seminar / Finalize Post Seminar / With Ongoing Personal Review And Modification As Needed)*
- **OVERVIEW:** *Ten Sections*