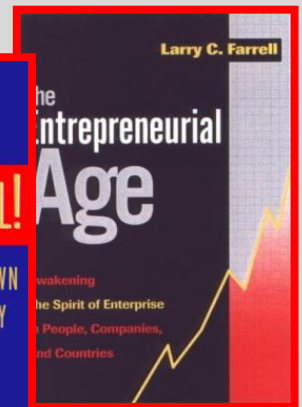
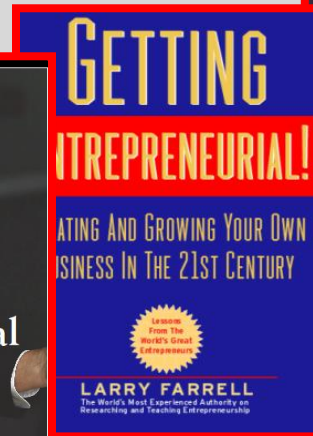
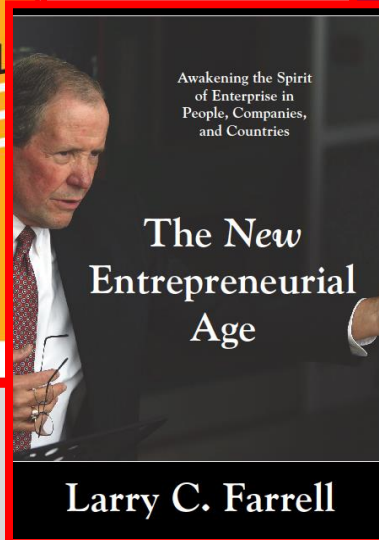
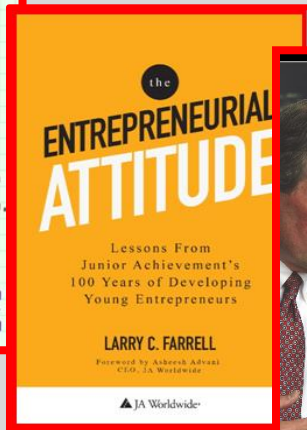
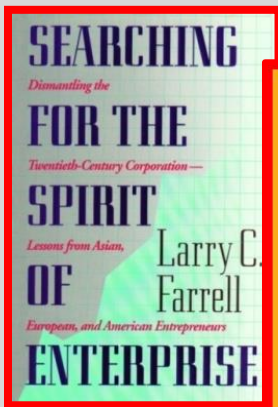


WELCOME TO FARRELL-NOVITA'S  
ONLINE ENTREPRENEURSHIP SEMINARS

# *THE ENTREPRENEURIAL ORGANIZATION*



*Reinstilling The Entrepreneurial Basics  
Across Your Organization*

**PRESENTED BY LARRY FARRELL**

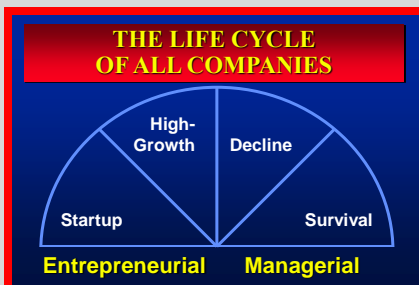


**The World's Most Experienced Authority On  
Researching And Teaching Entrepreneurship**

## OUR HIGH GROWTH TECHNOLOGY

*Down-sizing, another re-organization and more management consultants with MBAs won't get you a penny of real growth. To get growth, you've got to have high purpose, absolute focus on customer and product, a lot of action, and self-inspired people.*

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 this and that become more important than making this and selling that. Meetings, reports, and self-perpetuating bureaucracy erupt on every front. Growth slows down, high priced consultants are called in – and it only gets worse. Decline sets in and, unchecked, you're on your way to demise. The only way to fix this mess is to re-instill the entrepreneurial basics: the high-growth practices of the world's great entrepreneurs.



## THE ENTREPRENEURIAL ORGANIZATION

*Entrepreneurial Organization* 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.

Our rationale is that creating and growing a business is very different from "managing" a business. Therefore, *The Entrepreneurial Organization* offer participants a unique grounding in the fundamentals of high growth enterprise – and a roadmap for creating a more entrepreneurial organization. Those high growth fundamental practices of the world's great entrepreneurs 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

*Reinstilling The Entrepreneurial Basics  
Across Your Organization*

*The Entrepreneurial Organization Seminar* gives you the secrets of the world's great entrepreneurs, plus the thirteen essential application exercises to instill them across your own department and company. The program has two goals: you will learn the entrepreneurial basics which propel all high growth enterprise, and you will leave the program with your own set of "*The Entrepreneurial Organization Applications*" for re-instilling those basics across your company.

The self-paced seminar, designed for individual managers or small groups of executives and managers, examines how the power of entrepreneurship can be re-instilled in any company to compete and prosper in the 21st century. Most students will spend nearly half the time completing the all-important Application planning exercises.

During and at the close of the seminar, it is recommended that all participants taking the seminar as part of a group, present and share their completed Applications with each other – and then present their combined sets of Applications to their respective supervisors for review and where necessary, approval for implementation of their planned actions. For managers taking the seminar alone, it is recommended that they present, discuss and seek implementation approval for their planned action with their supervisor.

The seminar has entertained and challenged participants all over the world – so enjoy the seminar and very best wishes for helping to create "*The Entrepreneurial Organization*" in your department and company.

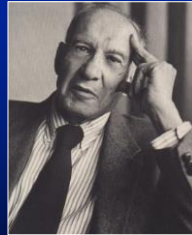
# THE ENTREPRENEURIAL ORGANIZATION

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

### INTRODUCTION

#### *Entrepreneurship - What It Is*

#### DRUCKER'S CONFIRMATION



*"Bigger is better  
turned out to be  
another 20th  
Century myth.  
Larry Farrell  
has eloquently  
described why."*

PETER F. DRUCKER  
The 20<sup>th</sup> Century's Greatest  
Management Thinker

#### ♦ 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*
  - The Entrepreneurial Basics: *Walt Disney*
- 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

#### *To Compete And Prosper In The 21<sup>st</sup> Century Global Economy*

- FIRST YOUR COUNTRY: *Creating An Entrepreneurial Economy*
- NEXT YOURSELF: *Getting Entrepreneurial In The 21<sup>st</sup> Century*
- FINALLY YOUR COMPANY: *Reviving The Entrepreneurial Spirit In Your Business*
- ♦ GREAT IDEAS 2:

### THE ENTREPRENEURIAL ORGANIZATION SEMINAR


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

- ♦ APPLICATION 2: *Rating your Company's Entrepreneurial Spirit*

## SENSE OF MISSION

### *Creating An Entrepreneurial Strategy And Culture*

**SENSE OF MISSION**



"From my very first day as an entrepreneur, I've felt the only mission worth pursuing is to make people's lives better . . . . Above all you want to create something you are proud of."


RICHARD BRANSON  
VIRGIN GROUP

- SENSE OF MISSION: *Richard Branson's Mission*
- THE "WHAT" AND THE "HOW" OF THE MISSION
- "WHAT" – CORPORATE STRATEGY: *Ála Matsushita*
- CREATING AN ENTREPRENEURIAL STRATEGY
- THE HIGH GROWTH CRITERIA THAT COUNT
- ♦ APPLICATION 3A: *Creating An Entrepreneurial Strategy*
- ♦ APPLICATION 3B: *The High Growth Criteria That Count*
- "HOW" – CORPORATE CULTURE: *Ála Watson*
- CREATING AN ENTREPRENEURIAL CULTURE
- KEEPING IT ALIVE: *Lord Forte's Challenge*
- ♦ APPLICATION 4A: *Creating An Entrepreneurial Culture*
- ♦ APPLICATION 4B: *Keeping It 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*

**THE MOST IMPORTANT  
LESSON OF ALL**



"Managing is the easy part. Inventing the world's next great product is what's hard."

STEVE JOBS  
APPLE COMPUTER, NEXT, PIXAR

- CUSTOMER/PRODUCT VISION: *Steve Jobs' Vision*
- THE MODERN FUNCTIONAL ORGANIZATION
- THE REAL MAGIC OF DISNEY:
- THE CUSTOMER/PRODUCT MIND-SET: *From Scooters to Big Macs To Lipstick*
- ♦ APPLICATION 5: *My Entrepreneurial Job Description*
- "LOVING" THE CUSTOMER: *Walton's Legacy*




- “LOVING” THE PRODUCT: *Daimler’s Legacy*
- GROWING THE OLD-FASHIONED WAY: *More Products To More Customers*
- ♦ APPLICATION 6A: *Great Ideas For “Loving” The Customer And “Loving” The Product*
- ♦ APPLICATION 6B: *Growing The Old-Fashioned Way*
- LEARNING MORE FROM MORE ENTREPRENEURS
- CUSTOMER/PRODUCT VISION: *Walt Elias Disney*
- 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: *Charles Duell – Killing 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 7: *Fostering 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 IDEAS 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 Big Company*
- ♦ APPLICATION 8: *Raising Commitment And Performance*
- ♦ APPLICATION 9: *Creating And Using The "EPS"*
- 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*
- ♦ GREAT IDEAS 6

### WHAT'S REALLY REQUIRED To Create The Entrepreneurial Organization

**WHAT'S REALLY REQUIRED**



**"Developing better managers is not the answer to turning around a company. You have to get beyond managing . . . Every employee has to learn to behave as if the company is his own — as a true entrepreneur."**

HERVE HANNEBICQUE  
SR. VP - ENTREPRENEURSHIP  
THOMSON/RCA

- WHAT'S REALLY REQUIRED: *France's Herve' Hannebicque*
- THE THREE REQUIREMENTS:
- AN ENTREPRENEUR-FRIENDLY CULTURE: *Richard Branson, Fraser Morrison*
- A BIT OF MONEY: *Your Own Venture Capital Fund, Creating "Intrapreneurs"*
- A BIT OF KNOWLEDGE: *Ian Macmillan, Steve Jobs, Teaching The Entrepreneurial Basics*
- ♦ APPLICATION 10: *What's Really Required*
- LEARNING MORE FROM MORE ENTREPRENEURS
- WHAT'S REALLY REQUIRED: *Chile's Barbara Silva*
- WHAT'S REALLY REQUIRED: *America's Ron Doggett*
- WHAT'S REALLY REQUIRED: *Kim Kaupé - Rejecting Shark Tank's \$725,000*
- ♦ GREAT IDEAS 7

## THE ENTREPRENEURIAL ORGANIZATION

### *Conclusion*

#### 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



- **THE ENTREPRENEURIAL ORGANIZATION:** *Learn, Apply, Use – Enjoy!*
- **THE ENTREPRENEURIAL BASICS:** *Once More From Walt Disney*
- **THE PRACTICES OF THE WORLD'S GREAT ENTREPRENEURS**
- ◆ **APPLICATION 11:** *My 'Corporate Entrepreneur' Action Plan*
- **CLOSE:** *Thanks For Joining . . .*