Coyle: Success comes when a company listens to employees
Aleksandra Grendys June 19, 2020

Creating conditions in which everyone’s voices are heard is characteristic of young businesses. Mature enterprises can grow if they start acting like startups. To make this possible, employees and managers should take an entrepreneurial attitude - that is, take risks, act ethically and innovate. We summarise our meeting with Paul Coyle, founder of the Entrepreneurial Mindset Network.
The foundation of successful startups is a thorough market analysis - it helps young companies understand the needs of customers as well as the activity of competitors. The organisational culture of startups is to encourage risk-taking and to introduce innovations. Newly established companies understand how to create prototypes and introduce improvements in processes. The voices of all colleagues are important, which often leads to the implementation of innovations - Paul Coyle stressed. He also pointed out that startups are quick to make decisions about subsequent activities. For mature organisations, it is important for them to become aware of how they can behave like a young company and, as a consequence, achieve the benefits of an entrepreneurial mindset.

7 behaviours that make up the entrepreneurial mindset

According to the speaker, people who are entrepreneurial on the occasion of new ventures are not looking for excuses, but solutions - even if they are not sure of the results. The right attitude allows you to take the initiative without waiting for the course of events. Facilitating the understanding of the "entrepreneurial spirit", as Coyle pointed out, is the use of the English word mindset as an acronym (graphics below). And so successful companies know the needs of customers, are innovative, act ethically, take risks and create conditions for introducing new solutions, motivating employees. They should also strive for higher productivity and take the initiative.

What is the real leader?

A guest of our webinar also answered questions. Ms. Malgorzata asked for a definition of true leadership, Paul Coyle pointed out that it should be characterised by honesty towards colleagues. A leader must create an organisation where people can say what they really think. As Coyle pointed out, a change in attitude in the direction he proposes will not lead to unhealthy rivalry between employees, because it is not about individualism, but about encouraging action and sharing ideas that will benefit the entire organisation.
Future Industry Platform
Paul Coyle on the Entrepreneurial Mindset

Translated from the original Polish at:

https://www.youtube.com/watch?v=O5DnYGWzEEg