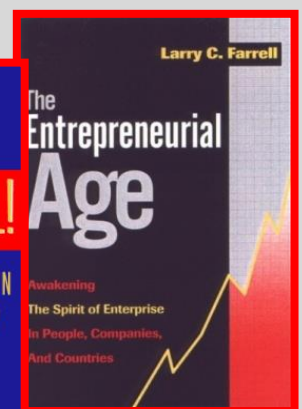
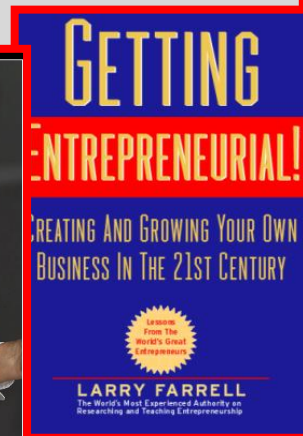
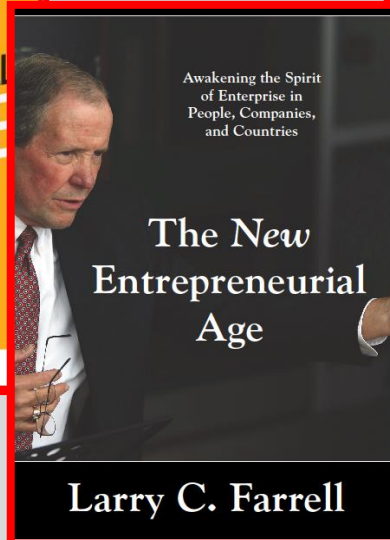
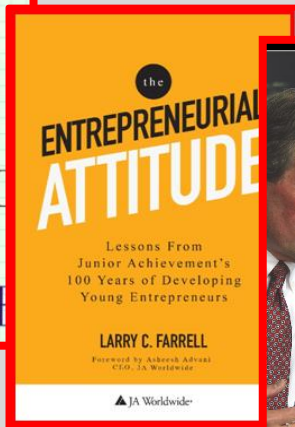
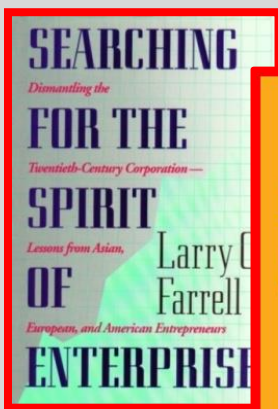


WELCOME TO FARRELL-NOVITA'S  
ONLINE ENTREPRENEURSHIP SEMINARS

# *CREATING ENTREPRENEURIAL ECONOMIES*



*Government Sponsored  
Entrepreneur & Economic Development Projects*



# CREATING ENTREPRENEURIAL ECONOMIES

## *Government Sponsored Entrepreneur & Economic Development Projects*

The driving force of every successful economy in the world is entrepreneurship. The “CEE” program, for government/NGO leaders and managers, presents what entrepreneurship really is and why it's so important in the 21<sup>st</sup> century global economy. It describes how governments can develop more entrepreneurial economies by encouraging, training and supporting large numbers of new entrepreneurs each year. Their start-up ventures will create new local jobs and permanently enrich the national economy. The session details our project approach for helping governments concerned with job creation, business start-ups, and economic development. It concludes with Applications to evaluate current capabilities for creating a more entrepreneurial economy – and determining what key actions must be taken to improve.

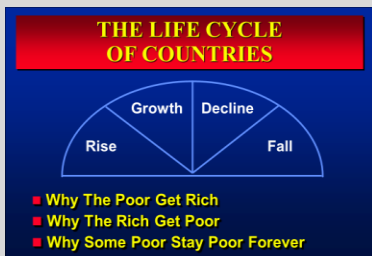
When entrepreneurship training is required, we then implement our online ‘Getting Entrepreneurial’ training program for the government.



## EXECUTIVE OVERVIEW

### *Government Sponsored Entrepreneur & Economic Development Projects*

The presentation has two goals: that government/NGO leaders and management teams learn the entrepreneurial basics which propel all high growth economies and examine how those basics can be instilled across their own national or regional economy. The session is based on our thirty years of experience in researching and teaching entrepreneurship around the world and draws on our actual experience with government clients from China to Brazil to Ireland to New York City.



**CREATE AND HONOR THE ENTREPRENEURS**

"The greatest advantage I had as Economic Affairs Minister was I never had a course in economics."

K.T. LI  
(The "father" of Taiwan's economic miracle)  
REPUBLIC OF CHINA ON TAIWAN

**BECAUSE IT'S A BARGAIN!**

"We created a NYC venture capital fund — a great investment for the city."

Average Startup Cost	\$14K
A Year on Welfare	\$25K
A Year at Harvard	\$50K
A Year in Prison	\$75K

CHARLES MILLARD  
ECONOMIC DEVELOPMENT CORP.  
CITY OF NEW YORK

## WELCOME TO

### THE *NEW* ENTREPRENEURIAL AGE

*What Entrepreneurship Is And Why It's So Important To People, Companies And Entire Countries In The 21<sup>st</sup> Century*

## ENTREPRENEURIAL COUNTRIES

*Creating An Entrepreneurial Economy -  
To Win The 21st Century Global Economic War*

## ENTREPRENEUR DEVELOPMENT PROJECTS

*1. Involving The Local And Regional Leadership*

*2. Inspiring The Potential Entrepreneurs*

*3. Developing The Entrepreneurs*

*4. Providing On-Going Support For The New Entrepreneurs*

## APPLICATIONS

*Rating Your Country's Current Entrepreneurial Spirit And  
Actions Required To Create A Entrepreneurial  
Economy In 6 Key Areas:*

*Participants Do Applications 1 through 6*

*\* Upon Approval, The Getting Entrepreneurial Training Project  
Begins. See The Program Highlights Below:*

# GETTING ENTREPRENEURIAL! SEMINAR

## *Creating And Growing Your Own Business In The 21<sup>st</sup> Century*

The *Getting Entrepreneurial!* program is based on Larry Farrell's three decades of researching and teaching the high growth practices of the world's great entrepreneurs – up through the new findings and examples in his latest book: *The New Entrepreneurial Age* – and The Farrell Company's experience in teaching entrepreneurship to over six million participants around the world. 70% of students and workers worldwide dream of someday running their own business. In this era of economic uncertainty, 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!

Starting and growing a business is very different from “managing” a business. Therefore the program offers 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 Entrepreneur's Secret Weapon For Beating The Competition*

### SELF-INSPIRED BEHAVIOR

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

The *Getting Entrepreneurial!* Seminar gives participants the secrets of the world's great entrepreneurs, plus the fourteen essential application exercises to get them started. The session has two goals: that each aspiring entrepreneur will learn the entrepreneurial basics which propel all high growth enterprise, and will leave the sessions with his/her own entrepreneurial action plan for “getting entrepreneurial” and starting his/her own business – plus a complete set of planning documents titled “My Start-Up Business Plan” to be used for acquiring start-up financing – if needed.

The full seminar is designed for ‘self-paced learning’ with nearly half the seminar devoted to Application planning. On-going start-up assistance can also be arranged as necessary and desired.

\* See the full *Getting Entrepreneurial* syllabus in the following pages.

### ONGOING STRATEGY AND PLANNING SESSIONS

*Advising Government Officials*

These are designed as ongoing strategizing and planning discussions with senior government officials to advise them on results from the *Getting Entrepreneurial* programs, recommend future actions and plan out the next steps the government could take to produce additional entrepreneurial activity across the country to continue creating a more entrepreneurial economy. After the meeting, a final recommendation will be drafted for review and ultimate implementation.

#### ENTREPRENEURIAL BASICS



- Sense of Mission
- Customer/Product Vision
- High-Speed Innovation
- Self-Inspired Behavior

#### THE NEW ENTREPRENEURS

“Risk? What risk? I started Microsoft for just \$700!”

BILL GATES  
MICROSOFT



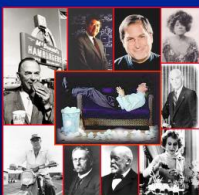
#### YOU CAN'T BE STOPPED!



“I promoted myself.”

SARAH WALKER  
WALKER MANUFACTURING  
(First self-made woman millionaire in America!)

#### BENEFITS OF CREATING AN ENTREPRENEURIAL ECONOMY



- Alleviates Poverty
- Creates Prosperity For All
- Self-Sustaining
- Attracts More FDI
- And It's A Bargain!

# GETTING ENTREPRENEURIAL SEMINAR

## *Creating And Growing Your Own Business In The 21<sup>st</sup> Century*

### INTRODUCTION: WELCOME TO THE **NEW** ENTREPRENEURIAL AGE



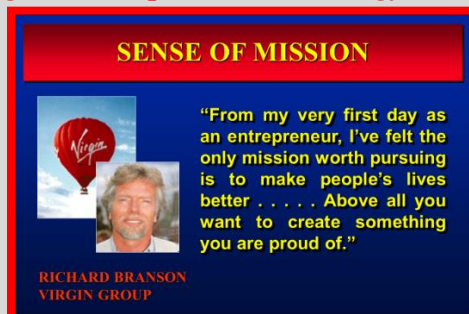
- **ENTREPRENEURSHIP: WHAT IT IS**
- ◆ **APPLICATION 1: *You're An Entrepreneur! What Next?***
- **WHAT WE'VE LEARNED – AND IT'S GLOBAL**
- **THE LIFE CYCLE OF ALL ORGANIZATIONS: *Drucker's Confirmation***
- **THE MAGIC VERSUS THE SCIENCE**
- **THE PRACTICES OF THE WORLD'S GREATEST ENTREPRENEURS**
  - 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 21<sup>st</sup> 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

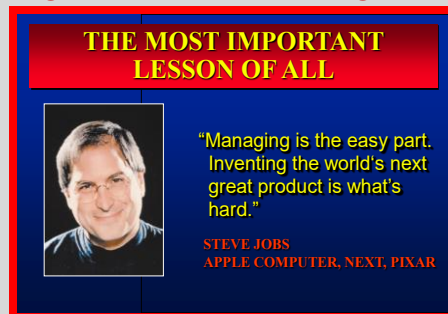
#### *Creating An Entrepreneurial Strategy And Culture*



- **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"



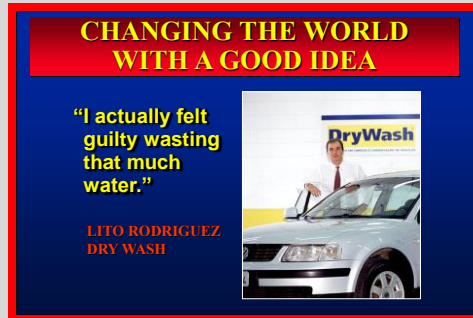
JACK MA  
ALIBABA

- **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*