Entrepreneurial Thought & Action®
A Methodology for Activating Social Innovation

Cheryl Kiser & Emily Weiner
BABSON IS CONTINUOUSLY ADVANCING
ENTREPRENEURIAL
THOUGHT AND ACTION®
AS THE MOST POSITIVE
FORCE ON THE PLANET.
POPULAR VIEWS OF ENTREPRENEURS
Popular Views of Entrepreneurs

Closer to the truth:

Low appetite for risk; adept at reducing and spreading it

Often start without a sharply defined goal or vision, especially the “Old Masters”

Distrust projections, extrapolations, studies, etc. that purport to predict the future

Creates new businesses, but not necessarily original

Self-confident? No more than anyone else

Determined? Yes. Over-controlling? Sometimes, but so are others

Decisive, yes. but then so are others

Egotistical? Sometimes, and sometimes not
THE EXPANDED REALITY

Rev. Jennifer Bailey
Founding Executive Director
Faith Matters Network

Tomás Alvarez III
Hip-Hop Therapy Trailblazer

Edgar Cahn
Creator, Time Banking
THE FUTURE: a **global** entrepreneuring community

WILDHEARTS
We are all entrepreneurs but too few people get to practice it.

MUHAMMAD YUNUS
A method comprising two logics for creating the things that really matter to you by taking swift, confident, and smart action when faced with the unknown.
Group Exercise
Maze as Prediction Logic (managerial thinking)

- The end goal is quickly established & definable
- Resource needs known
- Use past experience
- Plan first and analyze different paths
- Execute plan
- Goal achieved
PREDICTION
Get Data – Plan – Act

✓ Inductive and deductive logic
✓ Mathematical tools and other analytic methods
✓ Rules of thumb

✓ Core logic of virtually all educational settings
✓ Core logic of large organizations

✓ Works superbly to the extent that the future can be divined or extrapolated from the past
➢ Can’t plan, only act
➢ Story builds out of team’s skill and knowledge
➢ Story emerges out of action
➢ Iterate through story
➢ Act, learn, build cycle
✓ Favored by serial entrepreneurs 89% of the time
✓ Favors what is real and confirmable over projections and assumptions
✓ Smart Action trumps analysis
✓ Suitable when the future cannot be predicted from the past
✓ In extreme uncertainty or unknowability is the only logical choice
YOU NEED BOTH

You employ both reflexively, like a second language.

You will nearly always use **Prediction** in forming **Creation** steps.
Puzzles may be more satisfying, but the world increasingly offers us mysteries.

Treating them as puzzles is like trying to solve the unsolvable – an impossible challenge.

But approaching them as mysteries may make us more comfortable with the uncertainties of our age.

Greg Treverton
Director of the RAND Center for Global Risk and Security
desire

INTRIGUING

sufficient to

GET STARTED

clear, sharply
defined, robust plan

BUILD ON WHAT
YOU LEARN!

**ACT**

BUILD ON WHAT
YOU LEARN!

ATTACTIVE
partners

Start with
means at hand

“Pay” only what
you can afford to
lose (affordable
loss)

Enroll others to
join your journey

ACT. LEARN. REPEAT.
surprises are GOOD!
Befriend Reality
(Or you are going to miss something important)

• A surprise can point to new opportunities
• A surprise can be a problem that you can solve. Your solution will become your asset.
• If you can’t solve it, get creative! Assume it will perpetually exist and try to turn it into an asset.

You’ve learned something that perhaps no one else knows.
ONE-MINUTE
ET&A
SEMINAR
1. Know what you want

2. Act with the means at hand

3. Be alert and open to what is and what you are getting. Make reality your friend and asset; build off what you discover.

4. Take steps based on your means and what you can afford and want to pay to play. It’s not what you’re going to do; it’s what you are going to do next. Spread risk and acquire resources as you go along.

5. Bring other people with you

6. Fall in love with the problem, not the solution. Remain flexible in what you want. Act on your most current insights, until you achieve your goal
Incubate people. 
Shift Mindsets. 
Use ET&A to create social innovation solutions.

“DO SOMETHING THAT MATTERS!”