

Unlocking the Startup Mentality in Your Organization

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+ Award-Winning Entrepreneur



A Dormant Start Up Mindset

- Many of us shut off the entrepreneur within us.
- We just need to switch on the dormant start up mindset.
- The will to create is in our DNA.
- It is accessible to all of us.

A Gap in the Market (3:10)

The Start Up Spirit (13:16)

- The start up spirit is not about starting a business.
- It's just tiny shifts in behavior that have an outsized impact in how you live your life.

Step into Customer's Shoes (14:51)

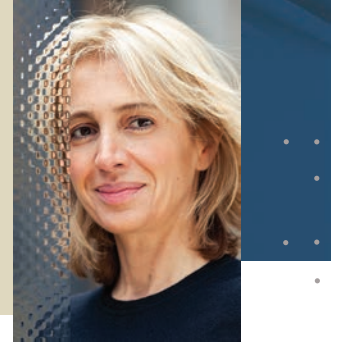
- Being customer-centric is a cliché, but in the start up world, it's different.
- Wanting to be your own first customer can activate the passion of entrepreneurship.
- How can you switch to think not as you, selling the product, but as the customer, the recipient of what you do?
- We are all looking for purpose; we want work to be a part of a continuum of our lives. You find that in your customers.
- Think outside in, rather than inside out.
- We need to find that what we do is having an impact on someone.

Get Out (18:39)

- You need to get out there and see for yourself.

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- If you can't be your customers, observe them as closely as you can.
- Free yourself from the office and the busy schedule.
- When you get out there, creativity comes out naturally.

The Importance of Being Clueless (20:55)

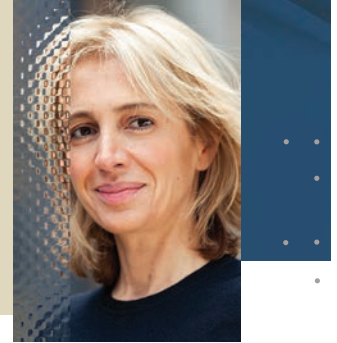
- Not knowing gives us the advantage of having an empty mind.
- As leaders, we feel we have to be the adults in the room and know all the answers.
- Give yourself license to ask stupid questions.
- The mentality of "this is how we do it" is completely obsolete.
- Be like a tourist in a new city, observing everything. See what needs to be changed.

Start Bootstrapping (23:43)

- When we have a great idea, we tend to sit on it.
- Bootstrapping means extreme resourcefulness.
- Bootstrapping means if you haven't got what it takes, you find a way somehow.
- The less resources you have, the more creative you get.
- Bootstrapping is about the power of little, tiny steps.
- Acting on your idea is what moves it forward and gives it momentum.
- It's not enough to have the idea.
- Anything worth doing is worth doing badly.
- If you wait for perfection, you'll never do it.
- Perfection is not a search for greatness, but an excuse for us to sit back and not do anything.

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Think of a “No” as a Badge of Honor (26:02)

- Starting off, you make a fool of yourself and get a lot of nos.
- See rejection as a badge of honor.
- People absolutely hate new things.
- Always factor in that people are going to say no.
- The only way to avoid a no is not to do anything, and not only does that not get you anywhere, it's also a boring place to be.
- It does not require an absence of fear but just doing something.
- Doing anything is a process of discovery.
- All that matters is that you're moving it along.

100% You (28:37)

- Entrepreneurship is about getting to know yourself.
- Each of us has a star, somewhere where we belong and where we will shine.
- Our life purpose is finding that.
- Purpose is just knowing that every day when we go to work, we make a difference in someone.
- It's not about having self-belief; you build self-belief.
- The start up mindset is not just business success; it is growth and greatness, and it's yours.