

Collaborative Entrepreneurship Outline

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1. Introduction

1.1 Audience

- a) Startups
- b) Growing Companies
- c) Venture Capitalists & Investors
- d) Entrepreneurial Programs
- e) Millennial Job Seekers

1.2 Why You Should Read this Book

- a) What Your Business Plan doesn't include
- b) Increase the Chances of Success
- c) Generate High Performance
- d) Reduce Turnover – The Millennial Quest
 - Their World of Uncertainty, Need for Trust, Leader as Enlightened Guide, Instability of Relationships, Need for Meaning & Purpose
- e) Create Value
- f) Build a Sustainable Company
- f) Lower Risk and Adapt to Change

2. What is Success?

2.1 Who are your Stakeholders?

2.2 Creating Value that Translates into Money

2.3 Ephemeral or Enduring

2.4 The Game of Business

2.5 Start with Your Assets

- a) Ideass
- b) People
- c) Money
- d) Time
- e) Machinery, Equipment, Office, etc.
- f) Allies
- g) Customers

3. The Culture of High Performance (START)

3.1 Spirit

- a) Power of Positive Attitude
- b) Be an Enlightened Realist
- c) Meaning & Purpose

3.2 Trust

- a) Difference Between Trust & Ethics
- b) A thousand decisions made every week
- c) Delegation depends on Trust

3.3 Adversity Response

- a) Business will face many adversities, sometimes daily
- b) Positive Adversity Response is essential
- c) Responding to Stress

3.4 Teamwork

- a) In its most basic sense, a company just a sophisticated team
- b) Without Teamwork, Performance suffers -- struggles

4. Building the High Performance Team

4.1 The Power of Teamwork

4.2 Teams into Alliances

4.3 7 Cs of High Performance Teams

- a) Competence
- b) Character
- c) Creativity
- d) Courage
- e) Collaboration
- f) Compassion
- g) Communications

4.4 What Destroys Teamwork

5. Creating Value

5.1 Power of Value to Create Profits

5.2 Value Stairway

5.3 Value Propositions

5.4 Value Evolution

6. Creating Competitive Advantage

6.1 4- C's of the Game

- a) Customers
- b) Company
- c) Competitors

d) Collaborators

6.2 Run to Break-Even Strategy

6.3 Your Customers are Your greatest Allies

7. Innovation – the Invisible Factor

7.1 Requirement for Continuous Innovation

7.2 Lean Management

7.3 Power of Differentials in Thinking

7.4 Innovation Triggers

7.5 Seven Types of Innovation

7.6 Ten Key Factors for Innovation Success

7.7 Culture of Innovation

8. Leadership – the Massive Influencer

8.1 Knowing the Difference Between Leadership & Management

8.2 Leadership and the Culture of Success

8.3 Meaning, Mission, & Purpose

8.4 Strategic Alignment

8.5 Cultural Alignment

8.6 Operational Alignment/Excellence

8.7 Dynamic ReAlignment

8.8 Building Leaders

8.9 Handling Difficult People

9. Uncertainty, Risk & Complexity

9.1 Collaboration's Impact on Uncertainty

9.2 4-Dimensional Risk Modeling

9.3 Collaboration's Impact on Complexity

9.4 Law of Unintended Consequences

9.5 How to Use your Lawyer Effectively

- Limited Protection
- Avoid Litigation
- The Best Contracts
- What to Look for in a Lawyer

9.6 Who to avoid doing business with

10. Responding to Adversity

10.1 Turning Breakdowns Into Breakthroughs

10.2 Breakdowns at Interfaces

10.3 Early Warning Systems

10.4 Display of Character

10.5 Invoking Trust & Teamwork

10.6 Delegation & Protocols

11. The Real Truth About Success

11.1 Failure is an Illusion

11.2 True Essence of Success

11.3 Nature of Work

11.4 Heroic Journey