



# **THE SAVVY ENTREPRENEUR**

## **1. The Importance of Mindset**

- 1.1. Your mind is the most important thing
- 1.2. Big success equals big minds
- 1.3. Passion
- 1.4. Ideals, goals, and companies matter
- 1.5. Passion drives you
- 1.6. Create something new
- 1.7. Bravery
- 1.8. Ready for failure
- 1.9. Flexible
- 1.10. Able to handle disappointment
- 1.11. Willing to struggle
- 1.12. Integrity
- 1.13. Truthful and honest
- 1.14. Customers need to know your real
- 1.15. Get up when you fall

## **2. Developing The Entrepreneurial Mindset**

- 2.1. Know the traits and characteristics of successful entrepreneurs
- 2.2. Develop a mindset
- 2.3. Limit beliefs that belittle you
- 2.4. Maintain motivation
- 2.5. Get more resilient
- 2.6. Commit to your passion
- 2.7. Broaden your horizons

- 2.8. Get less distracted
- 2.9. Tenacity is key
- 2.10. Understand the needs of your market
- 2.11. Be willing to talk to investors
- 2.12. Know what investors are looking for
- 2.13. Don't be afraid of competition
- 2.14. Match the needs of customers
- 2.15. Find solutions
- 2.16. Build strategies
- 2.17. Network with similar entrepreneurs
- 2.18. Get to know alumni from your college programs
- 2.19. Learn from your setbacks

### **3. Business Planning and Execution**

- 3.1. Write a business plan
- 3.2. Set goals
- 3.3. Make sure you write a business plan with partners
- 3.4. Let your employees have ideas and contribute
- 3.5. Build a team
- 3.6. Delegate responsibilities
- 3.7. Give tasks to people that can do them well
- 3.8. Scale and grow a business
- 3.9. Strategy execution is key
- 3.10. Commit to the plan
- 3.11. Only change the parts once you see they don't work
- 3.12. Align the jobs to your strategies
- 3.13. Communicate well with employees

3.14. Measure and monitor the performance of people

3.15. Balance innovation

3.16. Control the situation

## **4. Giving Back and Making A Difference**

4.1. Use your business as a force for good

4.2. Business needs to be ethical

4.3. Make sure you have a social responsibility

4.4. Incorporate ethics into your business strategy

4.5. Build a legacy

4.6. Not all about financial success

## **5. Entrepreneurial Mindset For Life**

5.1. Apply the mindset you developed before and put it into all areas of life

5.2. Your mindset is all about professional and personal growth

5.3. You need to be sound in all areas of life

5.4. You should be willing to learn all your life

5.5. Take career transitions smoothly

5.6. Make sure you always have new opportunities

5.7. Take each day at a time

5.8. Don't stress about the little things

5.9. You can make your new mindset a new habit

5.10. Let others know your success and new mind

## **6. Marketing and Sales**

6.1. Understand the target audience

6.2. Know the needs of the customers

6.3. Develop a brand

6.4. Make sure everyone knows your strategies

6.5. Build a plan

6.6. Execute the plan

6.7. Put in solid marketing efforts

6.8. Use different marketing plans

## **7. Idea Generation and Validation**

7.1. Find and validate your business ideas

7.2. Know the market demand

7.3. Know the conditions of the market

7.4. Know your competition

7.5. Develop MVP

7.6. Consider using web-based programs or software

7.7. Collect ideas from your employees and co-workers

7.8. Define your goals

7.9. Build a hypothesis

7.10. Test your assumptions

7.11. Confirm if your assumptions are valid and change them if they are not

7.12. Share your innovative ideas

7.13. Similar to the scientific process

7.14. All about making an idea and then experimenting with it

7.15. Change your experiment when it's not working

## **8. Navigating Failure and Success**

8.1. Accept and appreciate the failure

8.2. Make sure you get the desired outcome

8.3. Failure and success are natural parts of life

- 8.4. Know the impact that success can have
- 8.5. Know examples of failures and successes
- 8.6. Failures often lead to success
- 8.7. Don't get discouraged
- 8.8. Get space to redirect
- 8.9. Use the failures to innovate
- 8.10. Earn courage
- 8.11. Be more resilient
- 8.12. You always have the option to try again
- 8.13. Gain wisdom through the failures
- 8.14. Make more room to learn
- 8.15. Don't be afraid to progress
- 8.16. A failure is a tool
- 8.17. Failing is not the same as failure
- 8.18. Define what success means to you
- 8.19. Keep all failures professional
- 8.20. Take responsibility for your actions
- 8.21. Take a break when needed
- 8.22. Set new goals

## **9. Mastering The Art Of Decision Making**

- 9.1. Learn to make decisions with limited information
- 9.2. Don't be afraid of uncertainty
- 9.3. Understand risk and reward
- 9.4. Overcome decision paralysis
- 9.5. Know how to do analysis paralysis
- 9.6. Make your own high-quality processes

- 9.7. Identify criteria
- 9.8. Identify your purpose
- 9.9. Rank the criteria you need to make decisions
- 9.10. Review the criteria before moving forward
- 9.11. Generate options
- 9.12. Find local partners
- 9.13. Be persistent
- 9.14. Make use of the technology you have
- 9.15. Speak to experts in the industry
- 9.16. Make-out-of-the-box ideas mitigate the cons
- 9.17. Know the downsides and overcome them
- 9.18. Make sure your gut and heart are aligned
- 9.19. Do final scoring
- 9.20. Make the final decision