

A top-down view of a workspace. In the bottom left, a portion of a silver keyboard is visible, showing keys like 'return', 'shift', and 'option'. To its right are two gold-colored pens. In the top right, a notebook with a light blue cover and a checklist is partially visible. The checklist has a header 'THE SAVVY ENTREPRENEUR' and a section 'CHECKLIST' with a list of items. The background is a light-colored surface.

# THE SAVVY ENTREPRENEUR

## CHECKLIST



# CHECKLIST

## **The Importance of Mindset**

- ☐ Your mind is the most important thing
- ☐ Big success equals big minds
- ☐ Passion
- ☐ Ideals, goals, and companies matter
- ☐ Passion drives you
- ☐ Create something new
- ☐ Bravery
- ☐ Ready for failure
- ☐ Flexible
- ☐ Able to handle disappointment
- ☐ Willing to struggle
- ☐ Integrity
- ☐ Truthful and honest
- ☐ Customers need to know your real
- ☐ Get up when you fall

## **Developing the entrepreneurial mindset**

- ☐ Know the traits and characteristics of successful entrepreneurs
- ☐ Develop a mindset
- ☐ Limit beliefs that belittle you
- ☐ Maintain motivation
- ☐ Get more resilient
- ☐ Commit to your passion
- ☐ Broaden your horizons
- ☐ Get less distracted
- ☐ Tenacity is key
- ☐ Understand the needs of your market
- ☐ Be willing to talk to investors
- ☐ Know what investors are looking for
- ☐ Don't be afraid of competition
- ☐ Match the needs of customers
- ☐ Find solutions
- ☐ Build strategies
- ☐ Network with similar entrepreneurs
- ☐ Get to know alumni from your college programs
- ☐ Learn from your setbacks

### **Mastering the art of decision making**

- ☐ Learn to make decisions with limited information
- ☐ Don't be afraid of uncertainty
- ☐ Understand risk and reward
- ☐ Overcome decision paralysis
- ☐ Know how to do analysis paralysis
- ☐ Make your own high-quality processes
- ☐ Identify criteria
- ☐ Identify your purpose
- ☐ Rank the criteria you need to make decisions
- ☐ Review the criteria before moving forward
- ☐ Generate options
- ☐ Find local partners
- ☐ Be persistent
- ☐ Make use of the technology you have
- ☐ Speak to experts in the industry
- ☐ Make-out-of-the-box ideas mitigate the cons
- ☐ Know the downsides and overcome them
- ☐ Make sure your gut and heart are aligned
- ☐ Do final scoring
- ☐ Make the final decision

### **Navigating Failure and Success**

- ☐ Accept and appreciate the failure
- ☐ Make sure you get the desired outcome
- ☐ Failure and success are natural parts of life
- ☐ Know the impact that success can have
- ☐ Know examples of failures and successes
- ☐ Failures often lead to success
- ☐ Don't get discouraged
- ☐ Get space to redirect
- ☐ Use the failures to innovate
- ☐ Earn courage
- ☐ Be more resilient
- ☐ You always have the option to try again
- ☐ Gain wisdom through the failures
- ☐ Make more room to learn
- ☐ Don't be afraid to progress
- ☐ A failure is a tool

- ☐ Failing is not the same as failure
- ☐ Define what success means to you
- ☐ Keep all failures professional
- ☐ Take responsibility for your actions
- ☐ Take a break when needed
- ☐ Set new goals

### **Idea Generation and validation**

- ☐ Find and validate your business ideas
- ☐ Know the market demand
- ☐ Know the conditions of the market
- ☐ Know your competition
- ☐ Develop MVP
- ☐ Consider using web-based programs or software
- ☐ Collect ideas from your employees and co-workers
- ☐ Define your goals
- ☐ Build a hypothesis
- ☐ Test your assumptions
- ☐ Confirm if your assumptions are valid and change them if they are not
- ☐ Share your innovative ideas
- ☐ Similar to the scientific process
- ☐ All about making an idea and then experimenting with it
- ☐ Change your experiment when it's not working

### **Business planning and execution**

- ☐ Write a business plan
- ☐ Set goals
- ☐ Make sure you write a business plan with partners
- ☐ Let your employees have ideas and contribute
- ☐ Build a team
- ☐ Delegate responsibilities
- ☐ Give tasks to people that can do them well
- ☐ Scale and grow a business
- ☐ Strategy execution is key
- ☐ Commit to the plan
- ☐ Only change the parts once you see they don't work
- ☐ Align the jobs to your strategies

- ☐ Communicate well with employees
- ☐ Measure and monitor the performance of people
- ☐ Balance innovation
- ☐ Control the situation

### **Marketing and Sales**

- ☐ Understand the target audience
- ☐ Know the needs of the customers
- ☐ Develop a brand
- ☐ Make sure everyone knows your strategies
- ☐ Build a plan
- ☐ Execute the plan
- ☐ Put in solid marketing efforts
- ☐ Use different marketing plans

### **Giving back and making a difference**

- ☐ Use your business as a force for good
- ☐ Business needs to be ethical
- ☐ Make sure you have a social responsibility
- ☐ Incorporate ethics into your business strategy
- ☐ Build a legacy
- ☐ Not all about financial success

### **Entrepreneurial mindset for life**

- ☐ Apply the mindset you developed before and put it into all areas of life
- ☐ Your mindset is all about professional and personal growth
- ☐ You need to be sound in all areas of life
- ☐ You should be willing to learn all your life
- ☐ Take career transitions smoothly
- ☐ Make sure you always have new opportunities
- ☐ Take each day at a time
- ☐ Don't stress about the little things
- ☐ You can make your new mindset a new habit
- ☐ Let others know your success and new mind