



Management and Performance Associates – Newsletter –August 2007

Everybody wants an entrepreneur on board

Overall, people can be classified in four types:

1. The ones that make it happen
2. The ones who observe things happening, and follow after
3. The ones who observe things happening and do not react
4. The ones who do not realize things are happening

Entrepreneurs belong to the first group. More and more, organizations are stimulating this kind of attitude in their ranks.

It is true that some people, naturally, already have this energy. History of mankind – and of corporations - is full of excellent examples. It is also possible to create the needed conditions and the stimuli for this “entrepreneurial” attitude to be awoken in each one of our staff members. This is of vital importance in our each day more competitive and challenging environment.

Internal entrepreneurship is an advanced stage of commitment. While commitment reflects a high degree of adherence to goals and activities, entrepreneurship surpasses the limits of the core of the function. That’s exactly the source of its strength and differentiated contribution.

How to develop this attitude in the people reporting to you?

Here are some hints:

1. It all begins with **self-esteem**. Self esteem is associated with the belief of being capable of accomplishing something important and deserving the achieved results. These

managerial actions can contribute significantly for strengthening your team’s self esteem: demonstrate respect, offer training and development opportunities, give feedback, both to correct and to reinforce, recognize and celebrate accomplishments.

2. As a manager, you can strongly contribute to how your staff members **position themselves to the world**, either by being an example and role model or by reinforcing the correct angle for looking forward. Every problem must be seen as a great opportunity to do something better. Pro-activity is the expected behavior to foresee the problem and creativity is the skill to deal with it. Remember to always use a positive agenda. It makes a difference to position an outcome as something that is desired, versus something to be avoided.
3. As previously stated, entrepreneurship surpasses the job’s frontiers, therefore requiring a capacity to have a **broad vision**, that allows us to understand the mosaic in which our contributions are inserted and the importance of the action for the business, as a whole.
4. Finally, we need a big dose of energy **for execution**. This is the partnership between entrepreneurship and commitment. A great initiative becomes worthless if we don’t go through it and conclude it. It is fundamental to be clear on what to do, and why to do it, to take advantage of the opportunities to



plan how to achieve differentiated results, and having the conditions to do it. On the other hand, without the energy to execute, to make it happen, all time and effort dedicated to previous stages will be useless.

We hope these hints will help you to develop and strengthen a team of true entrepreneurs, where the achieved results will support self esteem and feed a productive cycle.

See you next month. Suggestions are welcome.

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