

# Unleash the Ultimate Entrepreneurial Attitude

Loren O. Murfield, Ph.D.

A faint, stylized background image of two hands shaking, rendered in a light teal color against a darker teal background. The hands are positioned horizontally across the middle of the slide, with fingers slightly curled as if in a firm grip.

# You Can Make **THE** Difference

# Unleash the Ultimate™



Entrepreneurs

*See*

and

*Seize*

Opportunities

# ROI

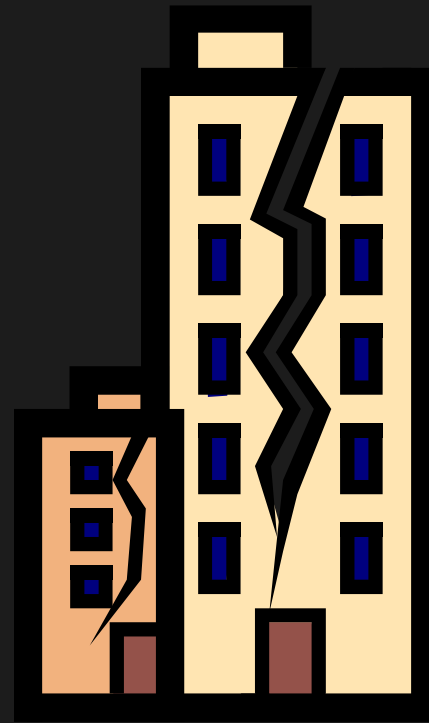
- **Identify**
  - the Six Traits of Successful Entrepreneurs,
  - typical Barriers to Self-Leadership;
- **Assess Individual & Organization**
- **Initiate** a Paradigm Shift
  - fosters innovations, efficiency, retention and energy;
- **Articulate** the ROI to
  - executive management and
  - staff.

# My Style

- Passion/Intensity
- Depth of Content
- Compelling Stories

# RECESSION

## Economic Earthquake



# The Manifest Destiny Paradigm

- Entitlement Mentality
- It's MY Company, I can do what I want
- It is MY Right and My Destiny
- Self-centered focus
- Therefore - Abusive methods
  - Rape
  - Pillage
  - Plunder
- Fosters distrust
  - outside and inside of the organization

# The Problem with this Ordinary Paradigm

- Reduces Trust
- Relies on Obedience & Control
- Ignores Opportunities
- Restrains Performance
- Limits Production
- Squelches Profits
- Many believe it is the **ONLY** way to do business

# The Problem

- Too many people are
  - Content with Ordinary
  - Safe in the Group
  - Content to Obey
  - Content in an Employee Mindset
  - Unable to See the Ultimate
  - Unable to Seize the Ultimate

# Result of The Problem



Obstacles

Opportunities



“Play above it.”



# The Solution

A faint, semi-transparent image of two hands shaking is visible in the background, centered behind the text.

**TRUST  
IS THE KEY TO  
MAKING MORE MONEY**

# Organizational Solution

Change our Paradigm

Perspective

Philosophy

Policy

Practices

# Individual & Organizational Solution

- Determine to Unleash the Ultimate
  - Don't settle for Ordinary
- Lead Yourself
- Become a Super-Leader
- Together we Unleash the Company's Ultimate

# The Golden Rule Paradigm



NOT



How Can I Help  
You?

How Can You  
Help Me?

# The Golden Rule Paradigm

- Collaborative Mentality
- Other Focused
- Supportive Methods
  - Listen
  - Assist
  - Reciprocate
- Fosters Appreciation, Responsibility, and Productivity

# 6 Characteristics of Successful Entrepreneurs

1. Control their Own Destiny
2. High Energy Level
3. Distinct Need to Achieve
4. High Self-Confidence
5. Strong Sense of Urgency
6. Tolerance for Ambiguity

# The Mindset of Successful Entrepreneurs

- Motivated by Ideas
- Focused on Results
- Frustrated by Rules

Entrepreneurs

*See*

and

*Seize*

Opportunities



# Bell Rock Lighthouse

# Assess Yourself

## Control Their Own Destiny

Extremely Low 1 2 3 4 5 6 7 Extremely High

## Energy Level

Extremely Low 1 2 3 4 5 6 7 Extremely High

## Need to Achieve

Extremely Low 1 2 3 4 5 6 7 Extremely High

## Self-Confidence

Extremely Low 1 2 3 4 5 6 7 Extremely High

## Sense of Urgency

Extremely Low 1 2 3 4 5 6 7 Extremely High

## Tolerance for Ambiguity

Extremely Low 1 2 3 4 5 6 7 Extremely High

# ASSESS

## The Organization & Our Employees

# Assess Your Company

## Company Controls Its Own Destiny

Extremely Low 1 2 3 4 5 6 7 Extremely High

## Company Energy Level

Extremely Low 1 2 3 4 5 6 7 Extremely High

## Need to Achieve within Organization

Extremely Low 1 2 3 4 5 6 7 Extremely High

## Self-Confidence

Extremely Low 1 2 3 4 5 6 7 Extremely High

# Assess Your Company

## Sense of Urgency

Extremely Low 1 2 3 4 5 6 7 Extremely High

## Tolerance for Ambiguity

Extremely Low 1 2 3 4 5 6 7 Extremely High

## Creativity of the Organization

Extremely Low 1 2 3 4 5 6 7 Extremely High

# Assess Your Employees

## Control Their Own Destiny

Extremely Low 1 2 3 4 5 6 7 Extremely High

## Energy Level

Extremely Low 1 2 3 4 5 6 7 Extremely High

## Need to Achieve

Extremely Low 1 2 3 4 5 6 7 Extremely High

## Self-Confidence

Extremely Low 1 2 3 4 5 6 7 Extremely High

## Sense of Urgency

Extremely Low 1 2 3 4 5 6 7 Extremely High

## Tolerance for Ambiguity

Extremely Low 1 2 3 4 5 6 7 Extremely High



# INITIATE

# Motivation

- Must come from within
- Identify driving forces in their life
- Connect motivation with opportunity
- See results
- Develop habit

# Articulating Profit & Cost Savings to Senior Management

- Focus on Bottom Line
- Be Concise but Detailed
- Be Prepared with Statistics, Facts & Examples
- Construct Action Plan with Policy Changes & Timeline
- Show them how this benefits Them
- Allow them to make Best Decision
- Persuade with Principle rather than Battle with Ego

A large, faint, light-colored graphic of two hands shaking is centered in the background of the slide. The hands are positioned horizontally, with the left hand on the left and the right hand on the right, both reaching towards the center. The background is a solid teal color.

# You Can Make THE Difference



**I**  
**can make**  
**the difference**

# Identifying Employee Motivation

- \$\$\$\$
- Time
- Recognition
- Position/Power
- Adventure/Excitement
- Influence/Make a Difference

# Developing Your Employees

- Work between the Temples
- LISTEN, LISTEN AND THEN LISTEN AGAIN
- Find what Motivates Each Employee
- Listen for their Dreams?
- Support them in THEIR goals.

**“Don’t do it, Doc.”**

# Unleash the Ultimate™

