

# BUILDING THE ENTREPRENEURIAL MUSCLE



**SUSTAINABLE**



**ENTERPRISE**

## Why Entrepreneurial Leadership?

Merely having an idea is not enough. It is **Entrepreneurial Leadership** that differentiates between a **sustainable and profitable business** and a **failed idea (although great)**.

Being aware of, building and strengthening the Entrepreneurial Leadership can be an extremely rewarding investment for the success of an enterprise. This has two important dimensions- **Self** and **Organizational**. The Self-dimension strengthens the 'entrepreneurial muscle' and Organizational-dimension designs the processes that converts ideas into sustainable and profitable business.

## Who is it for?

- Early and Middle Stage entrepreneurs, across industries.
- Professionals in intrapreneurial culture, who are keen to develop entrepreneurial leadership

## Key Program Deliverables

### Addressing Self Dimensions

- Insights on key characteristics and attributes of a successful entrepreneur
- Self-assessment on the key attributes and its perceived importance
- Identifying individual strengths and how to leverage them
- Selecting critical areas of improvement and making a developmental plan

### Addressing Organizational Dimensions

- Importance of having a clear vision and how to continuously build **entrepreneurial potential energy** for sustained performance
- Insights into how an enabling work culture is developed
- Getting right people on board and developing high performing teams
- Strategies for designing effective organizations
- Assessment of current status and developing a plan for improving



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## Program Outline-Self

ACTIVITY	BENEFIT
a) Understanding expectations- This will be 15 days prior to the actual program. b) Understanding the learning style by administration of an instrument.	Program customization for real-time benefit of participants and maximizing the learning
Taking the Gallup Strength Instrument 15 days prior to the workshop for understanding the key strengths of self.	Awareness of strengths of Self and inputs on how one can leverage these for optimal business performance
Discussion on the key attributes of a successful entrepreneur.	Awareness and self discovery.
Assessment of self on the key attributes and preparation of a developmental plan for further leveraging the strengths	Building higher levels of self-confidence and being aware of techniques for playing on one's strengths and benefiting from it.

## Program Outline-Organizational

ACTIVITY	BENEFIT
Discussion on articulating a Vision and exercise in articulating it. Also strategies for continuously putting energy into the vision.	Having higher level of clarity on the purpose of the entrepreneurial venture and development of shared vision.
Understanding the importance of culture-business-leadership style fit. An exercise for understanding the current level of fit and developing an action plan for intervention / improvement.	Avoiding the mismatch of nature of business, culture and leadership style and benefitting from developing an appropriate organizational culture for effectiveness
Discussion on building high performing teams, assessment of current status and action planning.	Awareness of the current status and action planning for building high performing teams
Awareness on key principles for designing an organization. Self assessment on these principles and action planning.	Insights into how organizations are designed, assessment into the current status and action planning for improvements.

## Facilitator

### Vikas Rai Bhatnagar

#### Organization and People Strategist

- Experience of staff as well as leadership roles in Indian Army along LoC and extending support to Civil Administration during national emergencies
- Held senior HR leadership roles in MNCs as well as Indian promoter driven organizations
- Cutting edge knowledge creation and publication in books and journals of International repute
- Recipient of HR Research of the Year Award for 2013 by World HRD Congress
- Visiting faculty at IIM-Indore
- Faculty at Indian School of Entrepreneurship
- A research scholar with Management Development Institute, Gurgaon



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