
MODULE 2: FOUNDATIONS FOR SUCCESSFUL ENTREPRENEUR

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Introduction/Course Objectives

Statistics indicate that many startup firms manage to struggle successfully through the first year or two of their existence. Only a few entrepreneurs survive this critical period and go on to become successful in their businesses. This module is designed to equip you with the skills to help you overcome and become very successful as an entrepreneur.

Definition of an Entrepreneur

An entrepreneur is someone who exercises initiative by organizing a venture to take benefit of an opportunity and, as the decision maker, decides what, how, and how much of a good or service will be produced.

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There are nine guiding principles of entrepreneurial success that have been extensively analyzed and tested. These are:

Principle 1: Decision

Principle 2: Vision

Principle 3: Focus

Principle 4: Hard work

Principle 5: Persistence

Principle 6: Excellence

Principle 7: Teamwork

Principle 8: Cash Management

Principle 9: Planning and Time Management

Principle 1: Decision

- Every great accomplishment you see in the world today came through men and women who made conscious decisions to pursue their dreams.
- The starting point in becoming successful as an entrepreneur is to first make a decision to become an entrepreneur.
- You must make a conscious decision to turn the skills you have acquired as a STEP and YAGEP trainee into a successful business venture.

Case Study: Aik-Imuokuede

Aik-Imuokuede is one of the co-founder of Access Bank and pioneer Managing Director. He told the story of how he got to the airport when he was aged 10 on the way back from school in Kaduna and could not get on the plane. Even though he had arrived early at the airport, he was left on the tarmac. He said he took a decision from that day never to remain on the tarmac again in his life. That decision propelled him constantly to seek to achieve excellence and made him rise rapidly in his banking career.

Principle 2: Vision

- **What is Vision:** Vision is a map of ones intentions. A written picture or blueprints of ones journey to greatness.
- An entrepreneur without a clear vision for his or her business is like a vehicle on a trip without destination.
- Many successful entrepreneurs have said that one of the most fundamental principles helped them to succeed as entrepreneur was having clear vision for their businesses.
- Vision helps to steers and aligns the activities of the company and the employees.

- Imagine a Vision of Excellence for your business. It will help distinguish you from your competitors
- Let your customers and employees shape your vision. Your values, character and the way you treat your customers are your greatest assets. Let your employees know that you value your customers and they too will treat them well.

“Rule 1: The customer is always right; Rule 2: If the customer is ever wrong, re-read Rule 1.”

– *Stew Leonard*

- “Do what you do so well that they will want to see it again and bring their friends.”

– *Walt Disney*

“If you can dream it, you can do it.” – Walt Disney

Never Give Up Your Vision

Case Study: Jim Ovia – Founder of Zenith Bank

Jim Ovia used to work at IMB Bank in the 80s, people who knew him back then said he would tell anyone that cared to listen that he will one day own a bank. Nobody took him seriously at that time, but today he is the proud owner of one Nigeria’s most successful Banks - Zenith.

Case Study: Walt Disney World Simulator Project

At the commissioning ceremony of Walt Disney’s World Simulator project, one of the officials made a remark that it’s unfortunate that Walt Disney is not alive to see the completion of the project. When Walt Disney’s wife came on stage, she said Disney already saw the completion of the project long ago and that it was what he saw that was being commissioned.

Principle 3: Focus

- The world is filled with so many distractions.
- Learning to focus on ONE THING at a time is one of the greatest assets of successful entrepreneur.
- You will experience the temptation to try so many things.
- Don't be carried away, focus on becoming successful in the skill that you have learnt. Focus on getting your business right and you will certainly become successful in it.

Principle 4: Hardwork

- "There is far more opportunity than there is ability." -- Thomas Edison
- "Genius is ninety nine percent perspiration and one percent inspiration." – Thomas Edison
- Entrepreneurship is not about ideas, but about making ideas happen.
- Successful entrepreneurs are very hardworking people

Principle 5: Persistence

- Starting a business is hard work, and much of the hard work you do now won't pay off until far into the future.
- Thoughts of giving up cross every entrepreneur's mind, usually more than once.
- Sometimes financial struggles make you want to give up due to lack of motivation as result of disappointing business outcomes.

- But if you can summon up the courage to keep going, you may just find that your big success is right around the corner.
- Case study: Legendary Swedish tennis player Bjorn Borg said, “My greatest point is my persistence. I never give up in a match. However down I am, I fight until the last ball. My list of matches shows that I have turned a great many so-called irretrievable defeats into victories.”
- It’s true that there are times when giving up is the best, or only, choice to be made. But if you can summon up the gumption and courage to keep going, you may just find your big success is right around the corner.

Principle 6: Excellence

- Build a reputation of being extremely good in whatever you do is extremely important if you must succeed as an entrepreneur.
- Satisfying the customer means going the extra mile and being willing to break the industry norms on expected service.
- Successful entrepreneurs never do just the minimum when it comes to service. They beat the competition hands-down on customer satisfaction and use this as their niche.

Principle 7: Team Work

Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results. - Andrew Carnegie

“

”

Teamwork is what makes the Team work

--- Anonymous

- “Dealing with people is probably one of the greatest problems in organizations”.
- Ability to master the act of dealing with people and connecting with them is a key attribute of successful entrepreneurs.
- Research done a few years ago by Dale Carnegie Institute of Technology revealed that about 15 percent of one's success is due to one's technical knowledge and about 85 percent is due to skill in human engineering -to personality and the ability to lead and connect with people.
- BUILD RELIABLE TEAMS ONE PERSON AT A TIME
- People are the greatest assets for successful entrepreneurs.
- Assembling a great team doesn't just happen on its own; it requires coaching, training and re-training, one at a time.
- REWARD TEAM RESULTS TO PROVE YOU VALUE THE TEAM.

Successful entrepreneurs don't take everything, they share the good times by rewarding team members for positive results.

People need to know that their contributions are valued and that they will be duly compensated for their efforts — in the form of special recognition, wages, or some other reward.

Successful entrepreneurs must have - Can do spirit and Cannot do mentality

“If you think you can, if you think you can't, you are right”

--Henry Ford

Some Key attitudes that affect efficiency....1

Successful entrepreneurs are Optimists and not Pessimists



Key point: Make a difference

- Dare to make a positive difference.
- Dare to become significant
- Success is a journey – not a destination
- Excellence is not an art, it's a habit
- Failure is an event not a person
- Destiny is not a thing to be waited for, it's a thing to be achieved – William Bryan

Principle 8: Cash Management

- Cash management is vital for an entrepreneur that wants to succeed.
- Earning more than you are spending in ongoing bases sets the groundwork for a successful company.
- Poor cash management leads many entrepreneurs to bankruptcy.

Some Basic Tips:

 **Identify Ways to earn and Save Money to invest in your business**

The rule to saving is *"Live below your means."*

In other words, ***do not spend every penny you make.***

Tips on things not to borrow for:

Never borrow to repay debt

Never borrow to buy a gift

Never borrow to finance for comfort & pleasure e.g. clothes, drinks etc

Never borrow to finance uncompleted projects that will not yield any income

Never borrow to finance items that cannot be used to generate income

Tips on Investment Management Decision:

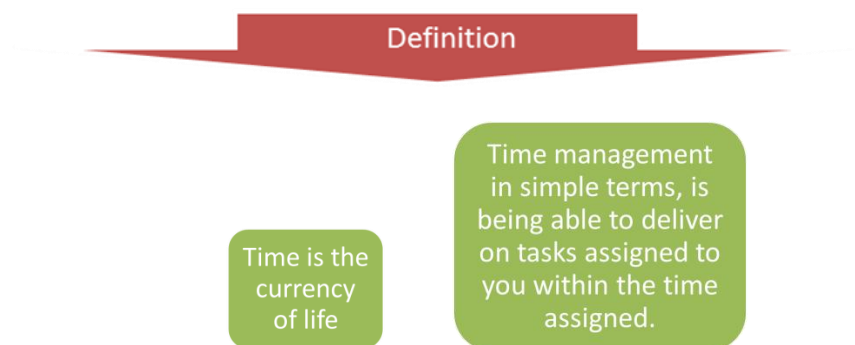
When making profit, increase the activities that lead to profit

When making losses, stop the activities that lead to losses completely

Always direct resources and energies to profitable ventures

Never borrow to finance items that cannot be used to generate income

Principle 9: Planning and Time Management



Plan your day ahead

Time is the most valuable resources of successful entrepreneurs. How well you use your time will determine how far you will go as an entrepreneur.

SOME TIPS:

1. **Plan your day ahead, if not, others will plan it for you:** write down all you want to achieve each day in order of priority and focus on achieving them.
2. **Think through your projects/contracts and draw up work plans before execution : Never execute contracts without a work plan** (A work plan is schedule containing description of tasks to be carried out on a project with timelines, responsibilities and resources required for each task)

How do I manage time?

Time Management	URGENT AND IMPORTANT	NOT URGENT BUT IMPORTANT
	URGENT BUT NOT IMPORTANT	NOT URGENT AND NOT IMPORTANT