

The Entrepreneur Mindset

Taking Ownership of Your Job

Goal Takeaway:

To empower employees to become problem solvers and know they can be a part of changes to improve processes, culture and end products.

Summary:

I've been an entrepreneur or freelancer my entire life. It's just been my mindset from birth to create and build and work on something important. The interesting thing is that many people feel this way but few carry that passion into the workplace. That means employees aren't operating to their full potential because they aren't passionate about what they come to work for.

But we can change that together! Fostering a place of creativity and empowering employees doesn't mean they will rebel and leave. They want the financial security companies offer, but they also want to give input and make a difference.

Target Audience:

Any company that struggles with their employees not being fully engaged at work. With statistics showing 85% of the world's workers not being engaged, it's fair to say most may be in that boat. As my motto goes, "Invest in your people and they will invest in you!"

Audience Takeaways:

- Attendees will be empowered to communicate more effectively with coworkers and leadership
- Attendees will know the company wants to see a positive culture shift
- Attendees will want to spend more time growing personally and professionally to improve themselves
- Attendees will know of other brands and companies to look and research for inspiration on culture

Training outline:

The training will start by identifying what it means for something to be “broken”. This will include images and stories to illustrate the point of what happens when people just do what they are told and never consider to think how it could be done better.

The goal here is to break the ice and get people in a mood to laugh about the ridiculous things we have in our world. It will be a primer to lead into the deeper discussion that will call them to action in the workplace.

The training will then flow into the how a company’s leadership is willing to listen to things that could be changed to improve processes, culture and end products. I will open the floor up for discussion about creative ways to fix them and relate it to their job.

At this point in the presentation, I will be pointing people to resources that will help them grow in their leadership and communication skills. It will include podcasts, books and websites.

I will close by reiterating the importance of communicating with the proper leader on what can be changed. Employees will also have a solid understanding of what it means to think like an entrepreneur and focus on solutions.

That last 15 minutes will be open for Q&A from anyone that wants clarification on what has been presented.