

# The Don Hutson Report

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## “Intrepreneurial” Thinking in a Corporate Environment

**Forward thinking trend-setters** who are seeking a new level of performance in their organization are the leaders who stretch the expectations and goals of their people with new and exciting visions. You don't see too many *intrepreneurial* thinkers in a corporate structure, but when you do, you are seeing people creating new, out-of-the-box perspectives on old challenges.

**This can be stimulating** to employees who haven't seen too many such approaches before! In the “One Minute Entrepreneur”, Ken Blanchard and I created a list of ten things to do to create a spirit of “Intrepreneurship” in the corporate environment. We feel that these ideas can be inspirational to employees who could stand an infusion of exciting new approaches to doing business!

**Intrepreneurship**, unlike *entrepreneurship*, is a concept that says you have the resources in your employees to solve most of your business challenges. It is more than just the concept; it is the execution of actions and activities that increase productivity and profitability within a company.

**Here's the list...**

1. **Companies must constantly innovate.** Without innovation they tend to do what they have always done and run the risk of getting stale and thus competitively disadvantaged.

2. **For a company to thrive**, it must tap the individual initiative of team members. This needs to be a major area of focus.
3. **On any initiative being pursued**, team member “buy-in” is absolutely essential for success.
4. **If a company wants** its people to be entrepreneurial in their thinking, they must be kept well-informed about visions and processes – and their impact on profit and loss.
5. **Leaders must give** all team members everything they need to succeed and be self-motivated.
6. **Companies must recognize** and reward the creativity of their people.
7. **If a team member** owns an initiative, he or she should be accountable for all aspects of its success.
8. **Companies must encourage** resourcefulness and out-of-the-box thinking.
9. **All thought leaders** must be constantly focused on customer needs and how to satisfy and exceed them.
10. **Leaders and managers** must work to maximize team member involvement in all key initiatives to tap the collective intellect of the team.

**It might also be a sound recommendation** to put together a task force of four or five forward-thinking leaders to dig deeper into each point and be certain the right people are in the right slots to make this vision become a reality! And keeping everyone accountable would be key as well. Get leaders who know that anytime you can give people opportunities for authorship they will buy-in with greater resolve and determination and participate more vigorously!

**If you accept the fact** that your company is, first and foremost, a sales and service company, that mindset will serve you well. Too many of us get wrapped up in the mindset that it’s all about us. It’s not! It’s about our customers! Anytime we can do a deep dive into our customer’s needs, wants and problems, and come up with solid solutions, we are fortressing our future!

**Finally, be known** for the problems you and your company solve using the concept of “Intrepreneurship”. When you do that, your reputation will spread like a prairie fire on a windy day in a very positive way!

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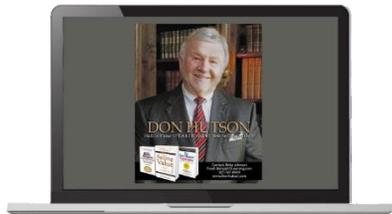
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