

# Five Keys For Authentic Success for Next Generation Entrepreneurs

With Robert Dilts, Paris February 23-25, April 27-28, October 12-14

The term *entrepreneur* comes from the French *entreprendre* which means “to undertake.” The name is most frequently applied to a person who is willing to take on a new venture, project or enterprise, creating value by offering a product or service, and accepting full responsibility for the outcome. Successful entrepreneurship involves the linking of opportunities with people who are prepared and well-positioned to take advantage of them.

Entrepreneurs must also be willing to accept a high level of personal, professional or financial risk to pursue opportunity. Thus, entrepreneurs need strong beliefs about an opportunity and the contribution that they are making, and to have the capacity to organize their resources effectively to accomplish their goals.

New generation entrepreneurship is not only focused on financial gain. Principles of entrepreneurship are essential for business success, innovation and social change. *Social entrepreneurs'* principal objectives, for instance, include the creation of a social and/or environmental benefit as well as financial revenue.

*Zentreprenurism* is another emerging form of entrepreneurship that combines traditional Western thought with an Eastern philosophy of seeking answers to the daily challenges of business and life. It resonates for people who are experiencing a new direction and purpose in their lives and have made a conscious decision to become a more passionate, purposeful and creative person.

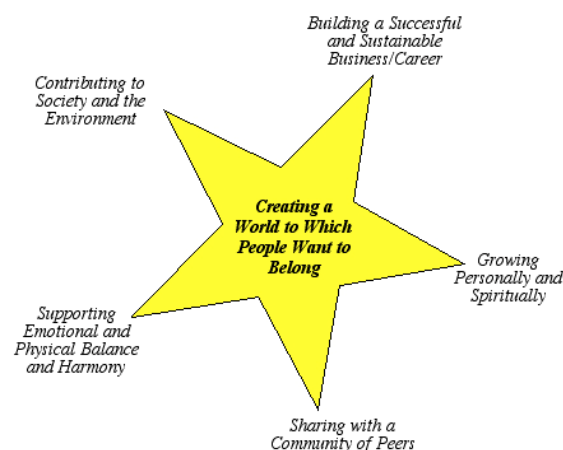
Social entrepreneurship and Zentreprenurism reflect a new entrepreneurial model that shifts from bottom line thinking to one that emphasizes a "*blended bottom line*" founded on the belief that organizations can and should produce social good and contribute to the sustainability of our planet's eco system while producing financial returns that reasonably reward the risk and commitment of stakeholders. Next generation entrepreneurs want to create both a successful and purposeful business or career; combining ambition with contribution and mission, and the desire for personal growth and fulfillment. In other words, next generation entrepreneurship involves *creating a world to which people want to belong*.

Leadership, management ability, creative thinking and team-building are essential skills for an entrepreneur. Poise, presence, persistence, passion and the capacity to communicate and inspire others are frequently key success factors in a next generation entrepreneur's ability to bring his or her vision into reality.

This program will focus on the five keys of authentic success for next generation entrepreneurs, including:

- Building a successful and sustainable business and career
- Contributing to society and the environment
- Growing personally and spiritually (at many levels)
- Supporting the emotional and physical well-being of oneself and others
- Sharing visions and resources with a community of peers, igniting new possibilities

These five keys can be summarized in the following diagram:



## Key Factors Relating to Authentic Success