

THE E- Conundrum

*What got you **HERE** won't get you **THERE!***



Traits of an Entrepreneur

- **Passion**
- **Resilience**
- **Strong Sense of Self**
- **Flexibility**
- **Vision**

A Risk Taker





Your Catalyst

- ▲ For long term scalable success, you must turn from being an Entrepreneur to an **ENTERPRISER!**

Failure Rates

55% in 5 years

71% in 10 years

Reasons for Failure

- **Lack of Know How - 46%**
- **Lack of Experience – 41%**
- Fraud
- Neglect

Few Companies Scale

Only 100,000 firms in the US have 100 or more employees; less than 2% of the total US firms with at least 1 employee.

The E-Conundrum states that the earlier a founder moves from Entrepreneurship to Enterprise, the easier it is to reach Significant Scalable Success!



Your Catalyst

▲ What got you HERE won't get you THERE! You must Change to Survive and Scale.

Fist Scaling Barrier

- Begin hiring employees
- Sales rise on average ten fold
- Regulations can cripple
- Move from worker to manager
- Reactive behavior starts

Second Scaling Barrier

- Organization required
- Need systems and processes developed
- Daily issues cry for attention
- Complexity skyrockets
- Most small companies never move past this Barrier

Third Scaling Barrier

- Reaching 100 employees
- Org Chart fills out
- New Paradigms needed
- Owner moves to Leader

Entrepreneur Survival Instincts

- **Passionate, confident attention to details.**
- **Detailed Product or Service expertise.**
- **Long, hard hours of work.**
- **Being a HERO and able to solve any issue that comes in the door.**
- **Being Indispensable to customers and employees.**
- **Having a dream of the future that just isn't happening**

Practical Knowledge

- Facts
- Experience

Game Changing Improvements

- ***Require a Paradigm shift!***

How an Enterpriser Thinks

1. I need to be a **Quality Leader**
2. I can **NOT** be Indispensable.
3. I must be **Purposeful** not Reactive.
4. All assumptions need to be tested, to find **Truth**.
5. I need the **RIGHT** People doing the RIGHT Things the RIGHT Way at the RIGHT Time for the RIGHT Reason.

How an Enterpriser Thinks

6. Everyone in a transaction must be **Winners** for long term success.
7. I need a passion for excellence as I **Steward** resources.
8. **Relationships** are more important than transactions.
9. I need a **Long Term** view.
10. I am here to be a **Servant Leader**.

Move to Leader Mindset

- **Worker Mindset** – I know how to do all the details and all the important and critical tasks, so I need to be involved at this detailed level to make sure the right things happen.
- **Manager Mindset** - – I know how to do all the details and all the important and critical tasks, so I will tell you what to do to make sure the right things happen.
- **Leader Mindset** – Follow Me. I trust our systems and processes so I trust you to do the right things.





Your Catalyst

▲ Leadership is both Caught and Taught