

# 5 Keys

## To an Entrepreneurial Mindset

Entrepreneurial leadership was once a competitive advantage. Now, it is a necessary capability.

You need to develop an entrepreneurial mindset to overcome the challenges facing new and growing businesses, and propel your business forward.

### ➤ Be open to new pursuits

Let go of attachments and think about new customers, new products, new models.

### ➤ Experiment and test rapidly

Testing around the margins allows you to react and grow quickly without disrupting main revenue streams.

### ➤ Keep the long view in mind

Be flexible and respond to what is happening today but plan for how it helps your business prosper tomorrow.

### ➤ Recognize your allies

Finding those who have an entrepreneurial mindset, both inside your organization and with your outside partners, is a secret sauce for success.

### ➤ Take action

Inaction is a choice, and you must act and evolve or risk becoming obsolete.

## BABSON COLLEGE

Explore Babson Executive Education's ***The Entrepreneurship Bootcamp*** and see how it can get you ready with the tactical skills you need to grow your business. Learn to build a business model, develop your value proposition, create effective marketing, map the journey to customer acquisition, and more. »

### The Entrepreneurship Bootcamp

