

## Entrepreneurial Leadership in a Rapidly Evolving World



### Driving Growth Through Entrepreneurial Leadership



**Speaker: Andrew C. Corbett, Paul T. Babson Distinguished Professor**

Andrew Corbett emphasizes that today's leaders face unprecedented uncertainty—technological shifts, market volatility, resource constraints, and organizational complexity. These factors make it hard to predict change and deliver innovation.

#### Key Challenges:

- Why is it so difficult to see what's coming next for your industry?
- Why do innovative ideas often stall?
- Why is entrepreneurial leadership so demanding?

### The ToMorROw Framework



This model provides a structured way to assess and respond to uncertainty across four dimensions:

- » **Technological:** Rapid advancements and disruptions.
- » **Market:** Customer needs and competitive dynamics.
- » **Resource:** Financial, human, and operational constraints.
- » **Organizational:** Internal processes, culture, and adaptability.

By applying this framework, leaders can anticipate risks, foster resilience, and create conditions for innovation to thrive.

## What is Entrepreneurial Leadership?

*“Entrepreneurial leaders possess a growth mindset and demonstrate high levels of emotional, social, and cognitive competence to facilitate follower intrinsic motivation to act entrepreneurially and recognize and exploit entrepreneurial opportunities.”*

Taylor, Corbett, Greenberg, Rollag, Murphy, & Shay, 2025

## Core Capabilities of an Entrepreneurial Leader:

- Ideation & Prototyping - Encourages rapid generation and testing of ideas to reduce uncertainty and accelerate learning.
- Design Thinking - A human-centered approach to problem-solving that emphasizes empathy, creativity, and iterative solutions.
- Entrepreneurial Mindset & Capacity - Defined in the slides as a growth mindset combined with emotional, social, and cognitive competence.
- Social-Emotional Competence - Critical for building trust and relationships that satisfy followers' needs for autonomy, relatedness, and competence.
- Organizational Design for Innovation - Structures and processes that support flexibility, collaboration, and risk-taking.

## Entrepreneurial Leaders Operate at the Intersection of These Three Processes:

- » **Management (Facilitation):** Coordinating resources and processes to ensure operational efficiency.
- » **Entrepreneurship (Value Creation):** Driving new opportunities and growth through innovation.
- » **Leadership Influence:** Inspiring and guiding people toward shared goals.

## Why Partner with Babson?



Babson College is ranked #1 in Entrepreneurship for 32 consecutive years (U.S. News & World Report) and #2 Best College in America (The Wall Street Journal) which reflects our commitment to applying a growth-minded approach to everything we do. We excel not only in nurturing individuals and organizations, but in imparting entrepreneurial leadership principles that drive value creation and growth across various contexts. Explore our [Entrepreneurial Leadership Toolkit](#) and learn how Babson partners with organizations to thrive amid uncertainty.

