

HOW TO BE A SOCIAL ENTREPRENEUR

GO MACH II WITH YOUR HAIR ON FIRE!

FIND SOMETHING YOU LOVE TO DO... AND WOULD DO FOR NO PAY. **CATCH** YOUR ENTREPRENEURIAL SPIRIT... THE THING THAT PROVIDES YOU PASSION, ENERGY, FLOW, ZEAL, COURAGE, DARING, ENTHUSIASM, VITALITY, COMMITMENT & FOCUS.

IMAGINE AN ORGANIZATION THAT CHANGES "THE" WORLD OR YOUR WORLD. **REMEMBER** THE STRANGEST SECRET IN THE WORLD. YOU ARE WHAT YOU THINK ABOUT.

THINK BIG. BUILD SIMPLE. ACT NOW.

DEFINE THE PROBLEM ("MARKET") COME UP WITH A **SOLUTION** ("IDEA"). **EXECUTE** ("TEAM").

PERPETUALLY DISRUPT. CREATIVELY DESTRUCT. BUILD NEW BUSINESS MODELS. CREATE WITH IDEAS, BUT INNOVATE WITH ACTION. FIND GREAT TALENT. GET THE RIGHT PEOPLE ON THE BUS, THE WRONG PEOPLE OFF THE BUS. KEEP THE NEGATIVE PEOPLE, THE CYNICS, THE CENSORS **OUT** OF YOUR LIFE. THE SIZE OF YOUR **IMPACT** DETERMINES THE SIZE OF YOUR **INCOME.**

NO MONEY. NO MISSION.

(HOWEVER IT'S POSSIBLE TO HAVE TOO MUCH MONEY. DON'T LOSE YOUR BOOTSTRAP MENTALITY.) **STOP** TRANSACTIONS. **BUILD** RELATIONSHIPS. YOU ARE IN SALES GET OVER IT. ASK YOURSELF DAILY, AM I RUNNING MY ORGANIZATION OR IS **MY ORGANIZATION** RUNNING ME? AND **FINALLY,**

LIVE. LOVE. LEARN. LAUGH.

LEAVE A LEGACY.