



ACTION ORIENTED

Meeting 4

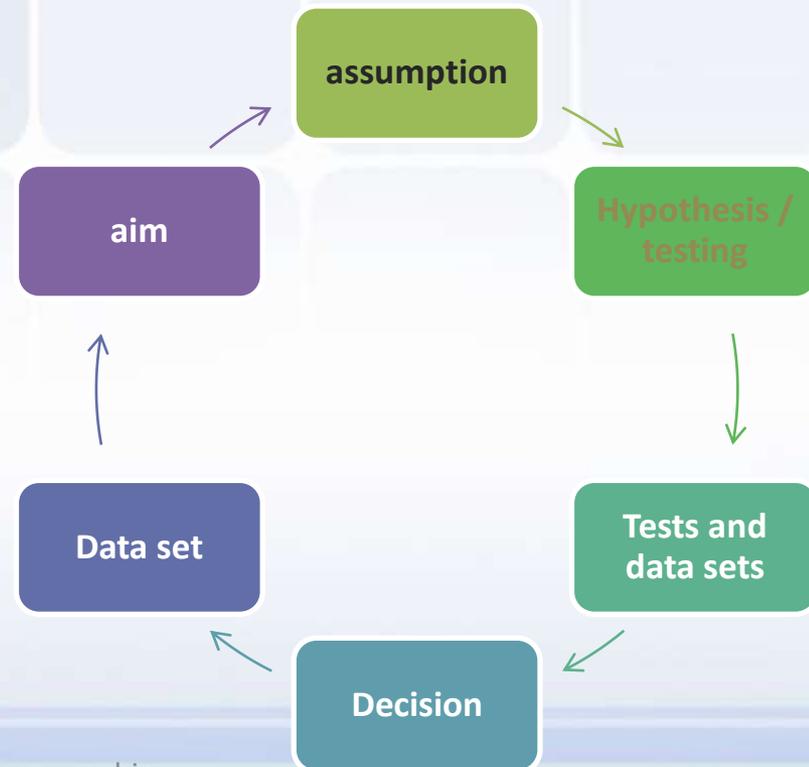
Characteristics of Entrepreneurs

(Able to make decisions and act quickly)

PDCA Orientation (Plan, Do, Check and Action) → Avoid:

- NATO (No Action Talk Only) → result : gossip, conflict
- NADO (No Action Dream Only) → result : vision, artwork
- NACO (No Action Concept Only) → result : theory, philosophy

NACO →
academic,
formal logic
(too careful)



8th Habits of Highly Effective People (Stephen Covey)

1. Proactive
2. Starting from the End of Thought (end of mind)
3. First things first
4. Think Win - Win
5. Understand To Be Understood
6. Synergy
7. Sharpens Endurance, Flexibility and Strength
8. Finding Uniqueness and Helping Others Find It

1. Proactive

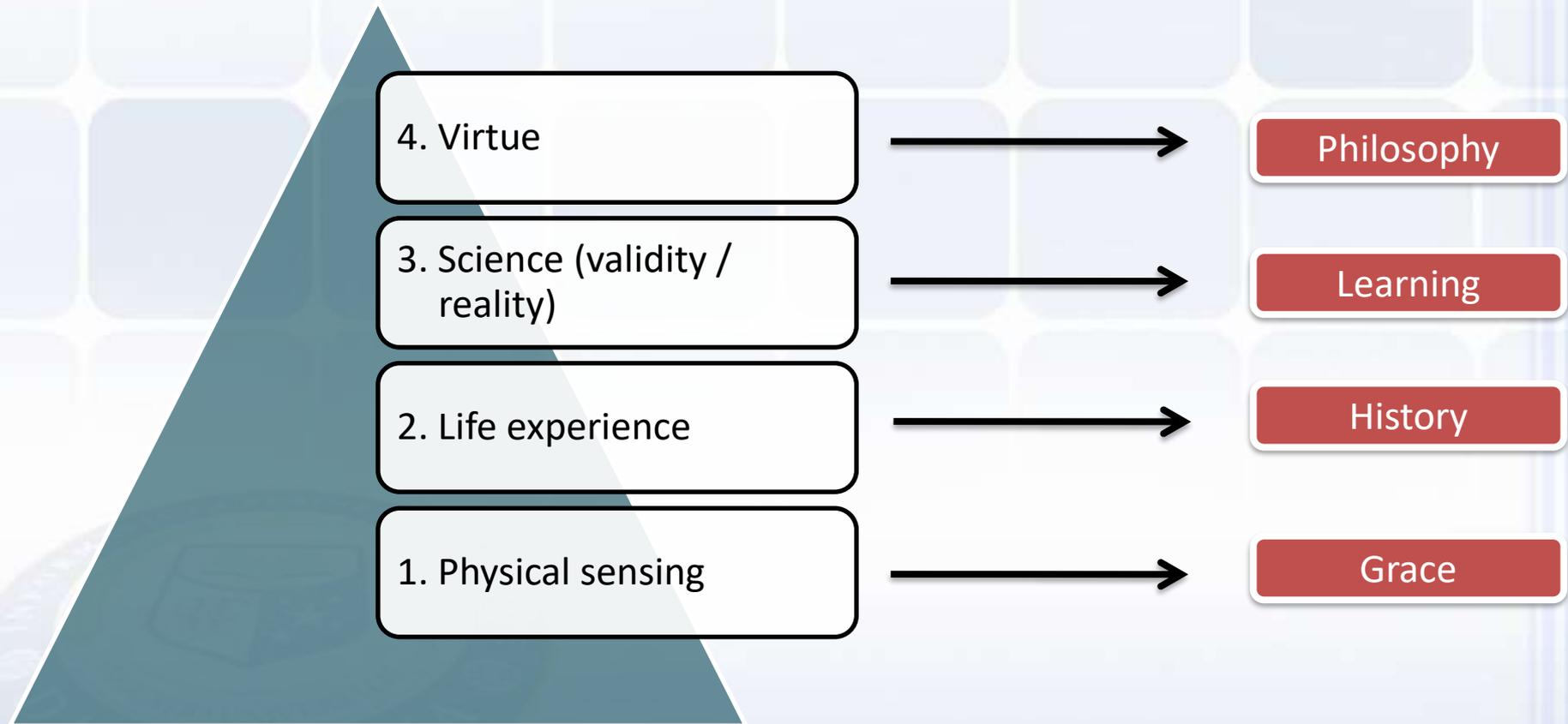
- Take the initiative to act, not wait or talk
- Take action before an unwanted event appears:

Trained in the field → has intuition

2. Starting from the End of Thought

- Not Just a Purpose, but the Right Purpose
- To Achieve the Right Goal: Write down your personal life mission that describes your goals and self-image
- Personal mission is found through a series of bitter actions or events that shape the virtue and philosophy of life

Virtue can be obtained through the following stages:



Source: Rhenadl Kasali (2009), "Marketing in Crisis"

Level 1 Human Sensing



- Starting from the baby: through a temperature stimulus (hot / warm-cold)
- Movements
- Concept
- Body language

Level 2 & 3 Human Sensing

To Have Intuition → Match Five Senses With Experience

1. Optimizing Sensing With Field Experience
2. Mind Synchronization
3. The Sixth Sense Is Activated
4. Action / Movement

Level 4 Human Sensing

- Is the Highest Stage, the Stage of Knowledge Implementation With Policy ...
- Policy Making Someone's Leadership More Than Just an Ordinary Leader → Magnets that contain: Vision, Hope and Inspiration

Live With Clarity of Purpose

- To be someone who is goal oriented, then do the following steps in your life:
 - ✓ Set the final goal (for example: Live a happy, healthy, economically secure and prosperous);
 - ✓ Determine small steps to achieve these goals (for example: Completing studies, working for 5 years, then opening a business);
 - ✓ Pay attention to any progress that has been made (for example: Evaluating, then evolving, moving businesses, recruiting managers, improving the production process);
 - ✓ When achieving goals, celebrate with employees and family; and
 - ✓ Think of new goals that are more challenging (eHow, 2009).

3. First things first

Make this habit related to attitudes that prioritize priorities

Can distinguish between Urgent and Important:

URGENT → urgent situation

IMPORTANT → need the most attention



Give more time to work with planning, developing relationships, taking advantage of opportunities and recharge knowledge

Keep in mind!

Not All Problems Must Be Priority



Beratan Lake, Bedugul, Bali

“People who fail are people who cannot distinguish between priority work and not ...”

4. Think Win - Win

Entrepreneurship Basically Is Striving To Win Life.

*Managing differences:
the possible combinations*



If I,...

- Win, you lose (losers), ... I only win once.
- Lose, you win, ... you can only win once.
- Defeated, and you also lost, ... Why should we continue this collaboration?
- Win and you also win, ... We will go hand in hand, improve one another, eternal eternally.

5. Understand To Be Understood

- An Entrepreneur must:
- Having openness to listen (open mind), and not quickly refusing, arguing, or opposing what is heard from other parties.
- The habit of listening and thinking about it.
- There is an effort to put ourselves in the shoes of others.



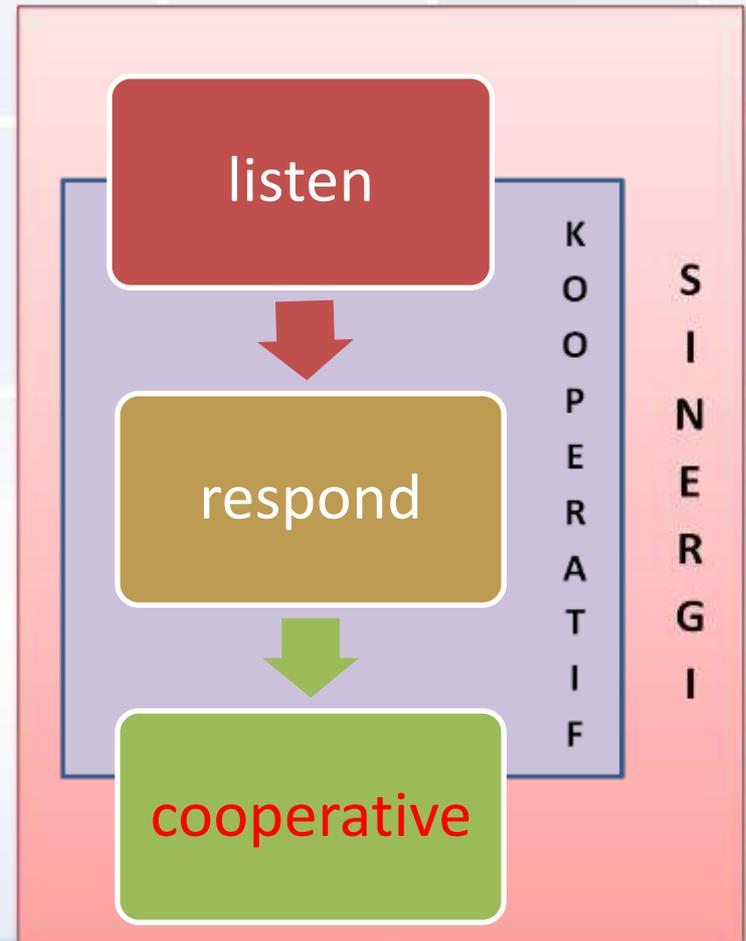
6. Synergy

(1 + 1 > 2)

An Entrepreneur:

- Must look for synergy, which is a total greater than the sum of the single elements.
- Effective synergy is very dependent on communication.

Look for complementary, synergy-oriented business partners so you can be action-oriented.



7. Sharpens Endurance, Flexibility and Strength

Efforts that can be made are:

- Give food to the soul (spiritual), a balanced life, do meditation, read self-help books that are uplifting or listen to exciting music.
- Never be afraid to face a small mistake.

Smart Mistakes Vs. Dumb Mistakes

(Remember: When humans create pencils, humans also create erasers)

Not the strongest but the adaptive long-lived (Charles Darwin)

Example



Bo Peabody, internet entrepreneurs, building tripod.com. He practiced blind faith. Blind Faith. Despite getting a series of rejections, Bo believes that his business will be successful and accepted.

He learned to accept words of rejection, and deal with them with a cool head, until the rejection turned into acceptance. He was diligently convinced that their investments could produce results (Peabody, 2002).

8. Finding Uniqueness and Helping Others Find It

From effective behavior to extraordinary. Start by discovering or recognizing your own uniqueness.

Self potential, in four main elements



1. Mind
2. Body
3. Heart
4. Soul

end

