

UPSKILL YOUR PERSONAL **ENTREPRENEUR** **MINDSET**

TO 'MAKE IT HAPPEN'

AN EXECUTIVE EDUCATION INITIATIVE
PROFESSOR EMERITUS L MURRAY GILLIN, AM
& DR TIM HARRISON



**UNDERSTANDING
THE INTELLIGENT
SELF**



**OPPORTUNITY
FOCUS**



**NON-LOCAL
INTUITION**



**POWER OF
HUMAN
INTENTION**



**INTERCONNECTIVITY
& COLLABORATIVE
LEADERSHIP**



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COURSE OVERVIEW



• ABOUT THE PROGRAM

An entrepreneur-mindset (EM) is a way of recognising and thinking about, and acting on, identified opportunities that surface in the venture or mission's external and internal environment.

Exercising an EM includes integrating one's behaviours, commitments, decisions, and actions necessary to pursue the identified opportunities (or make-it-happen), especially under conditions of uncertainty that commonly accompany rapid and significant environmental changes.

Such integration is holistically expressed in one's intellectual, emotional, and spiritual intelligences.

This programme has been designed to help developing and potential entrepreneurs both understand and practice their entrepreneur mindset in growing strategic solutions for their venture.

As a participant, you will also learn how to manage and lead an entrepreneurial venture.

TEACHING COMPANIES HOW TO BE ENTREPRENEURIAL

"A lot of the innovation that is happening internally in the firm comes from entrepreneurial projects that were developed during the MEI course. You can see the difference in the people who have done the course – a make it happen mindset."

*Quote: Partner in Charge/Executive Director – Pitcher Partners, Melbourne.
Journal of Business Strategy, 2019, vol. 40, no. 2, pp 59-67*



WHO IS THE PROGRAM FOR?

This program is for **entrepreneurs and business professionals** who both recognise the importance of an entrepreneur mindset to venture creation, and of incorporating the fundamentals of EM, as a value amongst team members

In developing an EM skill set, the participant achieves an understanding of their underlying entrepreneurial motivations to **make it happen**, and the tools to strengthen their associated passion and determination to deliver venture outcomes that meet user needs.

In addition, this programme is ideal for those seeking a future-conscious approach to:

- Refining business objectives and frameworks: identify human focused strategies that will help you refine your organisation's entrepreneurial goals and frameworks to drive sustainable innovation.
- Developing innovative solutions: identify entrepreneurial opportunities by creating innovative and sustainable solutions to business challenges.
- Driving business growth: leverage the satisfying of user needs for competitive advantage and generate long-term growth in the post-pandemic world.

PROGRAM HIGHLIGHTS

By the end of this program, you will be able to:



IDENTIFY

and evaluate potential and successful opportunities.



DEMONSTRATE

the processes and resources to make the opportunity a reality. True value to venture.



UNDERSTAND

how to build and sustain an entrepreneurial culture.



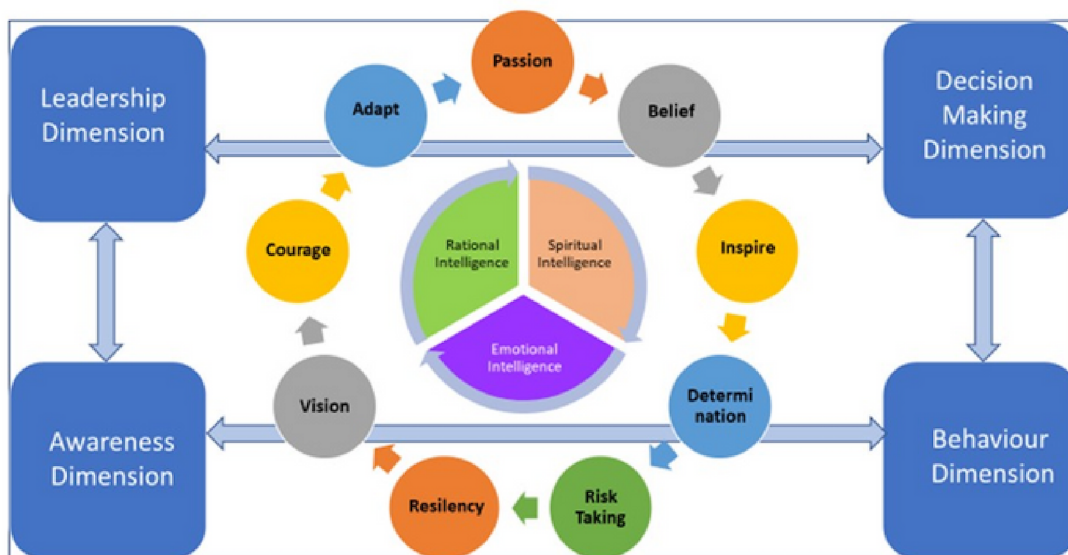
PRESENT

using a personal case study to identify steps in developing a strategic venture.

ENTREPRENEUR MINDSET MODEL



A FRAMEWORK FOR ENHANCING ENTREPRENEURIAL AND STRATEGIC LEADERSHIP



Hazelton and Gillin 2019 adapted from Gapingvoid art 2018

As a participant in this programme, you will explore this framework and learn how each of the factors and dimensions impact effective creation and leadership of entrepreneurial minded ventures.

You will apply the learning to your presentation of a selected venture/project.

You will learn to develop a visioning map of a venture's leadership performance using the four dimensions of Entrepreneur Mindset to deliver business opportunities that meet user expectations.



LEARNING MODULES

UNIT 1: INTRODUCTION AND UNDERSTANDING THE INTELLIGENT SELF

- Understand professional development through the lens of creativity, opportunity and career networking.
- Define entrepreneurship, innovation, and relationship with strategic vision.
- Analyse the components of the intelligent self in the formation and development of entrepreneurs.

UNIT 2: OPPORTUNITY FOCUS

- Examine the fundamentals of when an idea becomes an opportunity.
- Understand the purpose of and the availability of rigorous screening/assessing tools to evaluate opportunities.
- Discover the benefits of lean business planning techniques, convincing 'pitching' presentations and strategic goals.
- Explore a selected real-time project/venture that has/had entrepreneurial venturing activity and is willing to discuss/share their experiences.
- Prepare a 'Pitch' presentation (session 6)

UNIT 3: NON-LOCAL INTUITION

- Unpack the importance of intuition in entrepreneurial decision-making and understand the differences between: logic and intuition; conscious and unconscious knowledge; intuition and non-local intuition.
- Learn how to build a sustainable non-local intuitive culture amongst team members and incorporate this culture to other areas of the business/venture.
- Identify and navigate the potential pitfalls of transforming organisational culture.

UNIT 4: POWER OF HUMAN INTENTION

- Identify and discuss the reality and influence of human intention in entrepreneurs, new ventures and established organisations.
- Review experimental evidence for human intention in serial entrepreneurs, in electrophysiological predictors, and biological predictors.
- Learn techniques to improve and enhance personal intention within the venture.

UNIT 5: INTERCONNECTIVITY AND COLLABORATIVE LEADERSHIP

- Learn how immaterial communication and interconnectivity influences and drives innovation.
- Explore our energy-based reality, coherent interactions and inspirational leadership.
- Use the 'Visionary map' framework of free-energy and collaborative leadership as a springboard for creating sustainable entrepreneurial behaving organisations.

UNIT 6: PITCH PRESENTATIONS OF PERSONAL CASE PROJECT

- This 'Pitch' presentation enables you to demonstrate to senior staff the application of Entrepreneur Mindset values in a selected project/venture that meets strategic goals for the business.
- Apply the 'Visionary map' framework to assessing the leadership culture driving the project/venture.
- 'Pitch' will be for 10 minutes followed by question time.



PROGRAM LEADERS



PROFESSOR EMERITUS L MURRAY GILLIN, AM

Chairman, Ausentrepreneurs Sans Frontieres Pty Ltd
PhD (Cantab.) UK, BMetEng. (Hons), ASMB (Ballarat),
Founded world's first Master of Entrepreneurship &
Innovation, co-founded the Australian Graduate
School of Entrepreneurship, Inaugural Best
Entrepreneurial Educator of the Year
(Business/Higher-Education Round Table), and
co-founded Pitcher Partners Institute for
Entrepreneurship and Innovation.



DR TIM HARRISON

CEO Ararat Rural City Council and Adjunct Professor,
Federation University Australia. PhD, MBA,
GradDipArts, BTech (elec eng)

An experienced entrepreneur in unusual settings,
including building innovative programs for new
markets in higher education, implementing novel
business models in local government and
developing and building social enterprise. Currently,
enjoying the challenge of working with "start ups" in
the renewables and circular economy sector.





GUEST PRESENTERS

UNIT 1: INTRODUCTION AND UNDERSTANDING THE INTELLIGENT SELF

DR STEPHEN SRPING

Since March 2012, I have been the CEO and Managing Director of Pacific Locker Solutions Pty Ltd, the Asia Pacific partner of two European manufacturers, a leading supply of electronic parcel lockers and a leading supplier of heated ski lockers.

I came to LockTec as an experienced executive, with broad experience in manufacturing, construction and international business, backed by doctoral studies exploring the factors that drive entrepreneurship and innovation in large companies.

UNIT 2: OPPORTUNITY FOCUS MS LEANNE RAVEN

Leading Crohn's & Colitis Australia, my focus is on advocacy and delivering transformative healthcare services, drawing on my expertise in leadership, strategy, and governance. We have pioneered support systems and championed quality care improvements for over 100,000 Australians living with IBD, underpinned by my passion for visibility in healthcare and patient empowerment.

Winner of the 2013 Telstra business Women's Award in Victoria for Business Innovation.

UNIT 3: NON-LOCAL INTUITION MR DAVID KNOWLES

With nearly 40 years of executive and leadership experience, David has worked with a wide range of businesses across numerous economic cycles. He is a trusted advisor to organisations as they grow and evolve and is highly regarded for his broad knowledge across finance, strategy, risk, audit, governance, innovation, and entrepreneurship.

Known for his strategic insight, David has often led industry change by identifying opportunities and knowledge gaps. In recognising accountants of the future needed a different skillset, he co-founded the Pitcher Partners Institute of Entrepreneurship and Innovation.

UNIT 4: POWER OF HUMAN INTENTION DR DAVID ARELETTE

From 1996, funded and created Australia's first veterinary business operating franchise and then the first dental practice business operating system which evolved into the only dental prescribing and dispensing system based on extensive private research into healthcare market (started 2003 and still operating). Pitched and secured consulting assignments in product, distribution and marketing with national and international clients in Mobil and CBA. Convenor and lecturer of New Venture Financial Management and New Venture Marketing in the Master of Entrepreneurship and Innovation degree at Swinburne University. Professor of Practice Entrepreneurship & Innovation La Trobe Business School (Entrepreneurship).

UNIT 5: INTERCONNECTIVITY AND COLLABORATIVE LEADERSHIP

MR RAY WOOD

Experienced Non-Executive Director with a demonstrated history of working in the biotechnology industry. Skilled in Medical Devices, Management, Pharmaceutical Industry, Start-ups, and Product Development. Strong business development professional graduated from Macquarie Graduate School of Management (MGSM). Director, Carina Biotech who specialises in purpose commercialisation vehicle established to capture value from successful research from the CRC for Cell Therapy Manufacturing. A research and clinical stage company researching and trialling novel CART cell therapies for solid tumours. Currently running a Phase I/II trial in Colo-rectal cancer and developing a pipeline of novel CART's utilising state of the art manufacturing processes.



UPSKILL YOUR PERSONAL **ENTREPRENEUR MINDSET** TO 'MAKE IT HAPPEN'



• ABOUT THE PROGRAM

Join Prof Em Murray Gillin (Distinguished Alumnus) and Dr Tim Harrison (Adjunct Prof & CEO Ararat Regional Council) and six experienced entrepreneurs to:

- develop a nuanced understanding of the human *Entrepreneur Mindset*
- the comprising intellectual, emotional and spiritual intelligences.
- strategies to create and build entrepreneurial culture in teams.
- apply the four dimensions of Entrepreneur Mindset: *Leadership, Decision-making, Behaviour, and Awareness* to deliver business opportunities that meet user expectations.

• COURSE DETAILS

Dates: 16 & 17 September, 7 & 8 October and 28 & 29 October

Time: 9am-1pm, light lunch included

Location: Federation University, SMB Campus, Lydiard St S Ballarat Central

Cost details are available on our website

This proven and recognised program features 6 experienced entrepreneurs, 4 self-assessment tools, entrepreneurial case studies, 2 free Entrepreneur Mindset books and teaching materials and slides.

Upon successful completion of the program, participants will be awarded a digital certificate of completion by Federation University.

5 LEARNING SESSIONS COVER THE TOPICS OF



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