

The totally organized entrepreneur is all about outcomes”- Bruce Lee - International Event Speaker, Canada

Bruce Lee

Abstract

This is how to fast track careers by a focus on results with and through people. What does it take to stay on track, be fully engaged, motivated and inspired to continue to be the best you can be? What are the best-kept secrets that will fast track your career? How can you make that noticeable difference to stand out and be seen in order to accelerate your success at your office? What matters most to a rewarding career is a great end result of your actions, called outcomes. The key to success for anyone is to actually implement the proven action steps that generate the results you need along with a system for keeping on top of it and measuring your momentum. The second important step to success is that you must feel good about what you do and who you are doing it for. In other words, it is engagement with the company, your product, and people. A key driver to achieve these extraordinary results is based on an attribute called trust which becomes your behavior and your reputation. Here is how to achieve that with confidence, initiative, and commitment. This presentation outlines the eight key areas of focus and provides a link to the self-test tools and e-books to keep the momentum going. To be more successful, enjoy work and life more, get to your goals faster and with less stress, and help others to get there with you, then this session can be your tipping point.

Success in running a company is of vital importance not only for entrepreneurs-business owners themselves but also for the society as a whole, since it leads to economic growth and job creation. Two kinds of indicators based on which businesses are judged to be successful have been considered in past research: financial indicators of firm performance and indicators of entrepreneur's satisfaction from running a firm. Success evaluations were usually based on assessments made

by entrepreneurs themselves. Indicators of business success as evaluated by entrepreneurs, however, may be different from those taken into account by people who judge firms from the outside, as was observed in early research. Still, our knowledge of what kind of indicators and dimensions of entrepreneurial success are of importance to stakeholders is very limited.

In order to fill this gap, the present study provides an insight into entrepreneurial success from stockholders' point of view. We recognize that entrepreneurs are embedded in a larger social context, which includes relations with their stakeholders and business partners. If stakeholders are not satisfied with the performance of a firm, they withdraw their support, which may threaten the survival of the business. Moreover, there has been a longstanding call for investigating entrepreneurship from a multilevel perspective, taking into account the direct environment of businesses. Our study answers this call by investigating entrepreneurial success dimensions at two levels of analysis based on stockholders' evaluations.

We investigate what dimensions stockholders use to evaluate the entrepreneurial success of micro-enterprises. We focus on this kind of firms for two reasons. First, small and micro-enterprises constitute the overwhelming majority of enterprises in the United States and in the EU and they provide the majority of private employment. Second, in micro-firms employing no more than 10 people there are direct relationships between entrepreneurs and their stakeholders, which allows stakeholders to observe and evaluate not only the financial performance of firms but also many other indicators of entrepreneurial success which may be unnoticeable when cooperating with bigger companies.

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