

# ForImpact: ENTREPRENEURIAL SPIRIT

## THE PARADOX OF THE ENTREPRENEURIAL WORLD

*“The opposite of a correct statement is a false statement.  
But the opposite of a profound truth may well be another profound truth.”*

– Neils Bohr

*“The test of first/rate intelligence is the ability to hold TWO OPPOSING IDEAS in mind  
at the same time... and still retain the ability to function.”*

– F. Scott Fitzgerald

Entrepreneurs need to balance **BOTH/AND** (vs. EITHER/OR)...  
within themselves and with complimentary partners.

### VISION/FOCUS

Heart/Hands  
Chaos/Organization  
Art/Science  
Think/Act  
Read/Do  
Solo/Connections  
Immeasurable/Measurable  
Heart/Head  
Soft/Hard

### LEADERSHIP/MANAGEMENT

Eagles/Ducks  
Mind Maps/Structure  
Front Office/Back Office  
BHAGS/Kaizan  
Generalists/Specialists  
Hunter/Farmer  
Pioneer/Settler

### GROWTH/PROFIT

External Funding/Revenue  
Eyeballs/Subscribers  
Freemium/Play  
Public/Private  
IPO/Lifestyle Business

### SPEED/PATIENCE

Sprint/Marathon  
Intense/Calm  
Net Time/Real Time  
Sales/Marketing  
Chronos/Kairos  
Western/Eastern  
Flexibility/Plan  
Projects/Process  
Monomaniac/Balance

### DESIGN/BUILD

Ideas/Execution  
Form/Function  
Map/Code  
Prototype/Product  
Practice/Perform  
Failure/Success

### HIGH TECH TOUCH

Products/Services  
Virtual/Life  
Avatar/Human  
iPads/Napkins  
Email/Handwritten Notes  
Twitter/Lunch  
Text/Call

*“The ‘**SOFT STUFF**’ is usually the ‘**HARD STUFF**’.”*

– Tom Peters