

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