

ENTREPRENEUR IN 21th CENTURY

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ARTICLE INFO.

Keywords:
entrepreneur, business.

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1. Introduction

In 21st century, young people dream of strong and long-lasting entrepreneurship. But a few put their thought on healthy, cultured and authentic business plan. “Neglecting to broaden their view has kept some people doing one thing all their lives.”-Napoleon Hill. We see every year a countless new business spring up and sooner or later they die like mushroom.

When I look at an entrepreneur who is dreaming of his own business I always divide him to three parts.

1. The entrepreneur
2. The idea
3. The mental frame to run the business.

I believe that when these three elements are blended in the right proportion, success is guaranteed.

2. The Entrepreneur

The entrepreneur before jumping into any business, not to die out from the market like mushroom, there has to be a tuning time. Great musicians before they go up for the stage- show, they spent considerable amount of time in tuning their instruments. So that when they strike, the right note follows. So there has to be a period of tuning time for a new entrepreneur. This tuning time is very vital to bring about the hidden potentialities, to educate one, to explore the local market and to discover the business tie. The tuning period can be long or short.

This tuning time is also the time when you create a subconscious feeling or the sixth sense. What is this feeling? When I say subconscious feeling or the sixth sense is all about creating a gut feeling regarding decision making. Business is all about decisions and the right decisions.

Many people hesitate to get into the business because they consider that business is all about risk. I would say differently, business is not about risk but about passion by developing subconscious feelings to succeed. What I am suggesting is that, during the time of tuning if you really tune well yourself with passion, you develop the gut feeling or the subconscious happy feelings. Let me put it in a simple way; you think of your business you rise up from your bed with passion, this is subconscious happy feelings. At this point one can say that he has reached the subconscious happy feeling about his business. This tuning will bring out a happy feeling to make the decisions not a risk feeling for decisions. This is wholeness where you feel a grand success with a bright future not a fearful risk.

Now the question is how to develop these subconscious feelings. One can develop this feeling while in the tuning time by total dedication, working on your goal by repeating to yourself your purpose of business every day and even every moment. One must drill so deep his or her business purpose, so deep that at any juncture of making a decision the subconscious happy feeling will take over automatically and one makes a wise and successful decision.

One's purpose of business should be a concrete statement where the sole aim of business is written. The financial permanence the entrepreneur wish to have in 5 years time or 10 years time. Every statement should be concretely written with dates and even the amount of money one wishes to acquire. This is called the concrete purpose of business. If the entrepreneur has the concrete purpose of business, then task is achieved easily.

3. The idea

Every business starts with an idea. The new entrepreneur makes the mistake of conceiving the idea from Google. Any concept can be *Googled* and processed as a business plan. An entrepreneur who does not go beyond the Google, likely to be engulfed by the market. His idea becomes irrelevant and uninteresting. When I say an idea or the concept for business in 21st century should have the following characters.

- A. Out of the ordinary
- B. Mind Blowing
- C. Straightforward
- D. Sensational

A. Out of the ordinary.

21st century is a century of ideas. These days the ideas can be communicated easily due to advancement in the area of ICT. Information and technology has reached at a speed which was impossible few decades. We live in a world of ideas, so the new entrepreneurship idea should be Out of the ordinary and outstanding. An idea need to stand on its merit and should change your audience opinion and behaviour. The idea should raise one step ahead of the normal market idea, which means it should be out of the ordinary and motivating. In this century to create an extra- ordinary and interesting idea for your business is pain taking and involves commitment and personalised meditation. I believe and idea is not created but just born out of deep desire, outcome of profound mediation and burning desire for success.

B. Mind blowing

We can say this is the back born of today's business. This has the capacity to attract the consumers and market automatically without much effort. A mind blowing idea or an entrepreneurship is the key to success in this modern world. A mind blowing idea makes people to fall in love with your entrepreneurship and they continue to love your business as long as you exist.

C. Straightforward

Business idea should stand on its own merit. This should change your audience opinion and behaviour. The entrepreneurs should be authentic and born without the result of duplication. Duplication of business ideas makes business boring and unattractive to the modern market. People in the modern world do the purchase by free will not by compulsion because the market offers multiple choices to meet the demand of the client. Your business should be all about, how your products or service can change the clients' life. How can your company bring about a concrete and a positive changes in the client life? In 21th century what the market is missing and the people are looking for is straightforwardness. Your idea offer more value when it is truthful and can bring about change in the

client's life. Many entrepreneurs make the mistake of thinking, how can my business bring about changes in my life? This is a wrong start and also not a lasting business strategy. The logic is so simple, if you manage to make more customers happy and bring positive changes in their life, your business become credible, and you are able to bring changes in your life too.

D. Sensational

Entrepreneurship is all about sensation. Your idea or your business should give satisfaction to the five senses of the clients. The products you sell should have the capacity to win all the senses of your clients. Now the question is how to satisfy all the senses of a person with products. This is possible by not focussing the things that are hot but by focussing on the things *be unique*. In the business world, the uniqueness has won the senses of the clients. Always uphold your uniqueness and focus on your concept that satisfies the senses of your customers.

4. The Mental Frame to Run the Business

Once the idea is formed the entrepreneur should fall in love with his idea. The business concepts can be, interesting, mind blowing, truthful and sensational, but the entrepreneur does not fall in love with the business concepts be sure that a long run will be questionable.

Idea by itself is nothing but idea gives and maintains life. A new business idea to be successful the entrepreneur should just falling in love with his business. The entrepreneur should be mentally prepared like a soldier who has the confident that he will come back from the war alive. How do you build this confidence?

21st century to start a business is so easy, effort is minimised both legally and financially. But the preparation and the training the entrepreneur is really not taken care off. Entrepreneur should have the presets of mind to face the market. His /her mind should be filled with positive signal so that she/he can illuminate confidence. Educate your brain only to pick up positive waves. A successful entrepreneur should have the following mental frames.

A. Fall in love with your plan

Most fundamental aspect of an entrepreneur is to fall in love with his business plan and the business itself. Love will lead to sacrifice, love brings commitment, love leads not to count the cost, love brings joy in doing things and love leads to stay on what one started. Put a pinch of love to the business be sure that you have won half the battle. The love for one's business brings the endurance to move forward even at the adverse situations.

B. Never limiting yourself

In the olden days people used to say sky is the limit, but I would say, this universe is not the limit. Whatever one's mind can conceive can be achieved. Training your mind to set a goal higher and to work for that goal will bring about desired outcome. Human being generally seeks comfort. In a comfort stage no humans has ever achieved anything. Human nature has the tendency to be lazy. Our mind does not want to move out from the general comfort zone of our life. A little discomfort, our mind automatically tries to take us away from that situation. That is the main reasons many people limit their existence to a small and discontented life. The purpose of birth as a mere existence, counting the time to pass. "If you are born poor it's not your mistake, but if you die poor it's your mistake." — Bill Gates. The only remedy to laziness is to set high value and to have the plan to achieve.

Today's world we have numerous examples of people who have achieved wonders not limiting their mental power. For example, Jack Ma the co-founder and executive chairman of Alibaba group, from a simple teacher to a billionaire. Patrick Bet-David CEO of PHP Agency a refuge to millionaire and many others. An entrepreneur's life is like the iceberg. Two third of the work you put in the world will never see only the one third will be known by the people 'the glory'.

C. Going Beyond your target

An entrepreneur draws the business plan for the year. But a true entrepreneur goes beyond this yearly plan. I mean to say go an extra mile. Plan is a guideline but in reality the entrepreneur should go one step beyond the drawn plan and this brings success. Success is not a stagnant but it is dynamic and progressive stage.

For example, one makes a business plan for half a million zloty. During the course of time one discovers that she/ he can go beyond the target if she or he walks an extra mile. This extra mile attitude is the secret of success. In every field of life the extra miles bring success. Extra miles in personal relationship bring joy and satisfaction. The attitude of going extra-mile brings an entrepreneur a joyful business.

D. Personalize contact

There is huge difference between personal contact and personalised contact. In personalised contact one becomes convinced with personalities or feeling rather than with general or abstracts matter. I feel sorry that this element is missing in many 21st century entrepreneurship. We meet the entrepreneurs with love, passion, high ability to work and execute the plan, but see them fail. Actually, this is missing link to success, a personalised contact.

Today almost everyone misses a personalised touch. Factories produce massive scales of items, but every production centre or a shop or salesman misses to add the feeling to it. We see people are looking for personalised contact to fill their emptiness. Many people do the shopping is to fill the vacuum of the lack of personalised touch.

We are in a busy world, so busy that everyone needs affection, love and it is due lack of quality time. Here is the opportunity for the entrepreneur, to make a personalised approach to his clients. Advantage of personalised business is that the client remembers you all the time and your are creating a positive image about you and your business in your client's mind. This positive impression is so deep that it remains with the clients all the time. As a result the entrepreneur last longer in the business.

5. Conclusion

In the 21st century business is all about human relation not money relation. One should take at most care on focusing on the clients and their enhanced life style by your products or services. Go that extra-mile so that you can eliminate the competition of the market. Make your company a unique company. You are here to serve to improve the universe. Become a creative servant to your masters- clients.