

MMS 190: 'Being Entrepreneurially Creative'

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My office is in the Soc/Psych Building, Room 0 5 B, in the basement wing. I will try to be flexible for appointments, with sufficient notice. Breakfast and lunch meetings for any topic are always fun, and the student pays.

A. Introduction

The only way your generation will be able to maintain the US's leading role in the world economy is through wide and deep embrace of the mastery of creative work.

There are entrepreneurial leaders who can wrap a creative gestalt around every task an organization takes on—from core competitive strategy to day in and day out execution—as that company builds one of a kind value for customers and an extraordinary workplace for its employees.

Our primary purpose in this class is to experience as much of those creative forces, strategies, and leadership tools as we can, to develop your instincts for seeing the opportunity to use them.

There will be lots of class participation, in the form of discussions about the business stories and lectures I share with you on these topics. A major project of the class will be your development of a company concept where you get the chance to apply these creative principles.

B. The Required Text: A Whole New Mind, by Daniel H. Pink

C. Lectures and discussion topics include:

The intuitive leap...Every act of entrepreneurship requires an innovation, and innovation is discovered from intuitive leaps, not rational thought.

Needs and desires...Why that difference is important, and how they work together.

Forming and maintaining a partnership...How do you and your friends or associates decide to work together?

Servant Leadership...It's pragmatically effective, and a sacred honor.

Owning the Market...That likely means creating it in the first place, which might be easier than competing for it.

Recruiting...it's an active verb.

Social Capital and Networking...it's always pained me to realize how true the maxim is: it's not what you know, but who you know.

Your Very Best Story...Story is the oldest knowledge management technology there is, the only universal one, and the best way to create the creative gestalt that informs the most successful organizations.

The CEO's Paradox...is resolved by Your Very Best Story

We will spend some time on conventional topics, like venture capital, and business documents.

D. Your work

1. A five page paper on a topic from A Whole New Mind.

You will identify one of the ideas from the book that most intrigues, spend no more than one page setting up the idea, and the balance of the paper will be your fresh thinking and insight into the idea.

Grade: The paper will be 15% of your grade

2. Exploring Creative Work.

You will make two ten minute presentations during the semester about Creative Work. Perhaps you will select a company that is powered by a Creative Strategy you are excited about. Give us a brief background to the company, and then dig deep into the company's development and management of this Creative Strategy. Or it might be a Creative Idea that you think is powerful and you will tell us the significance of that power.

Grade: Each of these presentations is worth 15% of your grade.

3. Building a company, Cycle 1.

You will form teams of four or five partners. Your team will create a Story about a company that has identified an Own the Market business opportunity. Your team will make two presentations on this company.

There will be a 5 minute work-in-progress presentation of your Story that...

- a. demonstrates your special insight into the market opportunity—who is the Audience;
- b. the needs and desires you intend to satisfy—what's their very best Story;
- c. your first insights into how and why your company will own this market—what you will deliver that will be of Unique Significance;.
- d. you will solicit feedback from the class for your ideas after your presentation. .

Your team will make a 15 minute presentation of your company, as if you are either recruiting a new employee to work for you, or soliciting capital from an investor, your choice. A two page executive summary will accompany your presentation.

Grade: Your Team's work at Cycle 1 is 15% of your grade.

4. Building a company, Cycle 2

You will form new teams

Your team will create a Story about a company that has identified an Own the Market business opportunity. Your team will make two presentations on this company.

There will be a 5 minute work-in-progress presentation of your Story that covers the same points listed above...

Your team will make a 20 minute presentation of your company, as if you presenting the marketing plan to the board, or soliciting capital from an investor, your choice.

Grade: Your team's work at Cycle 2 is 35% of your grade.

5. Class participation is 5% of your grade

E. Schedule

Your first Exploring Creative Work presentation must be made no later than the week of September 22nd. Early presentations will get the benefit of the doubt in grading.

The Cycle 1 work in progress presentations will be the week of September 22nd.
The Cycle 1 final presentations the week of October 6th.

The second Exploring Creative Work presentation must be made no later than the week of November 10th.

The paper is due November 17th.

The Cycle 2 work in progress presentation will be the week of November 17th.
The Cycle 2 final presentation the week of December 1st.