The Entrepreneurial Method

Discovering how we can all work together to achieve human purpose (including designing new purposes worth achieving).

If we can build entrepreneurial infrastructure, we can build better human lives and a better society.

CHOOSE A CONTROL STRATEGY TO ACHIEVE THE UNPREDICTABLE

- Don't worry about things outside your control (outcomes);
- Become more discerning about what you can control (means).

	Ψ Ψ Ψ Ψ
What You Can Control	Control Principle
Control immediately available means: Who Am I? What Do I Know? Whom Do I Know? What resources do I own now?	Bird In The Hand Principle
Control the downside: What one value generation project would you undertake even if you risk losing everything you invest in it?	Affordable Loss Principle
Enable high quality collaboration: Don't hire, don't ask. Just talk to people – those who fit best will self-select into your project.	Crazy Quilt Principle
Leverage contingencies: unexpected things that happen – surprises – are opportunities and resources.	Lemonade Principle
Build something that no-one imagined: Everyone on the plane is a pilot, co - engaged in shaping history.	The Pilot Is The Plane Principle

Guidelines

Action Is the driver

Action: things I can do

Interaction: Things we can do together

Reaction: How we handle surprises

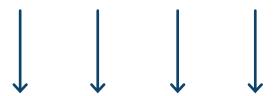
Even-if Thinking

Even if the new idea doesn't work out, what's the worst that can happen?

Don't predict the future; control the downside.

Intersubjectivity

Two people can interact and come up with something neither one had thought of or dealt with before.



POTENTIAL:
BETTER LIVES, A BETTER SOCIETY



Choose Austrian Economics To Grow **Your** Business.

Economics For Business is a project of the Mises Institute, to demonstrate how the application of economic principles helps entrepreneurs succeed.