

An entrepreneurial mindset for change



The key to developing an entrepreneurial mindset is to expect and plan for change.

However, being the humans that we are, such a mindset change is not something we're eager to embrace. Operating out of our comfort zone doesn't seem fair when we've done so much to make ourselves comfortable.

- We know how things work
- We know what to expect
- We have our operational systems
- We take comfort in knowing we finally have things under control

It seems ages ago but at one time I had a comfort zone mindset for my old IE browser. I could zoom around quickly, do what I had to do and feel there was one less thing to worry about. But, then there were problems! I don't know what happened, but the general consensus was to change to Chrome.

It's not that I'm adverse to change, but I got pretty close to hating change when it took time away from the business to learn Chrome and activate all its' other minutia. Strangely, I now have no memory of IE or how I used it. However, lingering in the back of my mind is the possibility of having to replace Chrome someday.

But, as an entrepreneur and Internet marketer, you know that's minor compared to the onslaught of changes filling your Inbox – offers for new training, new products, new plug-ins, and strategies. All promising to catapult your business to the next level. As great as they all sound, each requires a change from old habits and a commitment to a new learning curve.

Sometimes the lure is strong enough. Other times you stay with what you know until you force yourself to change.

How do you make an entrepreneurial mindset change?

The two best answers are:

- accept there will be changes
- prepare for changes

Accepting there will be changes

- Change is always happening
- Change happens faster than ever
- Change is initially uncomfortable, disruptive and time-consuming
- The expectation is to make a change as quickly as possible
- Shortly, there will be other change following this change
- Not every change serves a business well

Preparing for an entrepreneurial mindset change

- Examine if the change is in alignment with your business

goals and values

- Know that any change you implement doesn't necessarily go smoothly
- Get feedback from others in your network before initiating a change
- Be aware a change can be beneficial and disastrous at the same time
- Before you commit, make sure it's worth your time, money and effort
- Don't let competitors who jump on the change bandwagon early scare you into acting
- Personally, assess how much change you can handle
- Created a plan to phase change into your business with the least amount of disruption

Please share your experience with making entrepreneurial mindset changes within your business. – what worked and what didn't work?

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