

# Integration Reflection

Kenneth Munk

ID96I – Entrepreneurial Mindset

## Identify Characteristics of the Entrepreneurial Mindset

Going into this course, I didn't have a particularly concrete concept of what an entrepreneurial mindset was. I did have some indication from my experiences in studying business management, engaging in my own entrepreneurship, and studying the works of well-known technology entrepreneurs did however have me somewhat primed for what an entrepreneurial mindset was but the image was still incomplete. Going in, I had the idea that persistence, choice, the conversion of ideas to action, and community were important areas to be aware of, but I was still consistently struggling with the concept of an entrepreneurial mindset. It was only after completing the 9 lessons of this course and stitching together a personal vision statement that the concept started to coalesce within my mind. Rather than being purely oriented towards productivity and innovativeness, the entrepreneurial mindset is a deeply interconnected matrix of muscles that a person develops to engage with the world. The lessons helped to build towards that realization in retrospective when considering how they all inter-relate to an entrepreneurial mindset.

For example, if I were to trace the branching impacts of choice, I would find that how an individual chooses to view the world will impact the type of opportunities that they see and how many opportunities are seen. The types of choices that an individual makes will dictate whether they pursue the knowledge needed to turn those opportunities into realities. The choices of how the individual goes about the world will also impact their ability to create wealth for those around them in various capacities, which will impact their personal brand. The choice of how an individual handles their own brand will also impact their ability in building out their community or repulses a community. Going forward, I feel that I could benefit from continuing to practice the review of how individual actions and thoughts will relate to my own personal vision and goals and how they will be impacted.

## Relate Personal Experiences to Real-World Entrepreneurship

Prior to coming to Sacramento State University, I had attempted to launch my own business. It is a story those in this class are familiar with. One where I had attempted to pursue a novel idea of breaking away from the boxy view of tech hardware in favor of a unique take on what a computer means to a household. From that pursuit, I had three key takeaways. First, I was severely lacking the audience required to dig in and gain traction within the broader society as I hadn't built a community around the idea. Second, my lack of skills and knowledge at the time were a factor in how the idea wasn't sustainable. Third, since I didn't have a team to work with and spread out the pool of knowledge with meant that the ability of the project to take off was only seated in the potential of a single person and the personal board that I had at the time which wasn't stellar.

How that relates to real-world entrepreneurship is that I was basing my observations of where I went wrong and how I could have done better against the process of how others became successful. My

biggest observation was that many of the bigger successes were the product of small teams building up to bigger teams and eventually to megaliths of society. How that relates to this class was that the process of how those successful teams were built up to be such great successes was at the end of the day a product of the brand, community, and choices of the individuals who were the key players within such organizations. It was after reading through the lessons from our lesson in community that it really dawned upon me that these successes were realized because they were built by people who had strong and diverse boards helping to craft the choices to lead to the solutions made.

Going forward, to continue in this area, I will need to consider very seriously who it is that I need in my board, and then seek those people out and learn from them.

## Synthesize the Entrepreneurial Mindset with Personal and Professional Goals

First and foremost, if I want to have a more impactful presence with my entrepreneurial mindset, I need to reevaluate what it is that is my own personal brand. Thus far, I haven't had a concrete vision of what my personal brand is and what it is that I want to be remembered by. Once I can figure that out, building out a community will come easier. It basically leads into the whole idea of how the concepts of choice, opportunity, action, knowledge, wealth, brand, and community are intertwined. If I make a choice in what kind of brand I want to be seen as, I can build towards that ideal regardless of how much I may stumble while getting there.

## Demonstrate Critical Thinking and Problem-Solving Skills

The entrepreneurial mindset is itself a process of critical thinking and problem solving. The process of making a choice that aligns with the bigger personal mission and vision of a person dictates that an individual considers the implications of each potential choice as they make their choices consciously. To overcome any challenges along the way to the vision, an individual must exercise problem solving skills and knowledge gathering to remain aligned with their vision and mission. This was repeated in Cliffs stories about how he overcame challenges along the path of his life.

## Develop Collaboration Skills to Respond to Challenges and Practice Entrepreneurship

The biggest lesson that resonated with me for this area was the one of community and the sub-lesson of personal boards. How it relates to collaboration is that it closely relates to the process of building out a personal board by sharing ideas and engaging in a reciprocating process of exchanging thoughts. It's the process of trusting the nature of another individual in sharing the burden of an idea or task. Although with respect to this class, there wasn't a whole lot of collaboration going on outside of the shared discussion and collaboration on project ideas but usually not in response to challenges.

## Evaluate Your Own Learning of Entrepreneurship Principles

I think I've at least doubled my scope of knowledge in entrepreneurship and have a more well-rounded view of what components there are to the entrepreneurial mindset. To really crystallize the learnings from this course though, I'll need to explore how the learnings relate to future decisions by injecting the thought process of how it all interconnects though. Past choices may have gotten me to the point

where I've built a decently sized community, but elements are still lacking, which is something that I've been painfully aware of. By also considering what sort of brand, I want to have going forward and understanding the implications of said brand will also be necessary in order to achieve the goal of building out a community to increase the potential of creating wealth for the areas that I impact.