



UNIVERSITAS INDONESIA MEMBANGUN

INA019 - KEWIRAUSAHAAN 1– PPT-SESI 7

REVIEW MATERI SESI 1 S/D 6

McClelland: suatu negara akan makmur jika 2,5% populasi berwirausaha



Daya saing



kinerja/kualitas



karakter



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INABA

Pedagang

→ kaya (=sukses menurut materialis)

→ diamati

→ punya ciri-ciri/karakteristik tertentu

→ ternyata tidak hanya pada pedagang

→ jiwanya, karakternya

BRITISH ENTREPRENEUR

RICHARD BRANSON

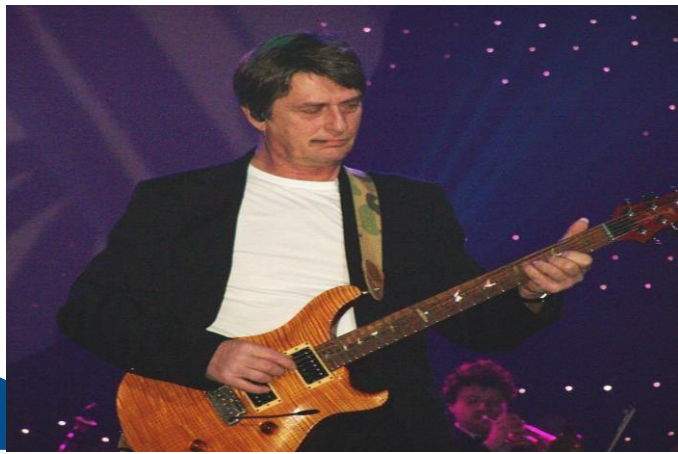








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MAFA







APRIL 2013: TEST LAUNCH OF SPACESHIP TWO

APRIL 2013: 500+ PEOPLE RESERVED TICKETS

2015: LAUNCH OF VIRGIN VOYAGES (NEW CRUISE LINE)

OCTOBER 2017: COMPANY COMMEMORATED FIRST SHIP --> DESIGNED TO HOLD 2,800 GUESTS+1,150 CREW, TO DEBUT IN 2020





1. Keep it simple

2. Give it a try

3. Be a leader (listener, motivator, praise people)

4. Don't give up

5. Delegate

6. Treat people well

7. Shake things up

8. People will be skeptical

9. Affect lives positively

10. Do things differently



Branson's 10 rule

A portrait of a man with long, wavy blonde hair and a light beard, smiling broadly. He is wearing a dark suit jacket over a light-colored shirt. The background is white.



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TERIMA KASIH