

Braver. Bolder. Business.



*Start Up Mentality
– A Leader's
Responsibility*

Benefits of Adopting a Start up Mindset

To remain relevant and grow in times of continual change requires a constant review of what is working, what is not and the new gold that can be found amongst it all.

So what are the benefits?

- 1/ You keep hungry to do better than the day before.
- 2/ You are able to identify trends and new opportunities as you have a curious and inquisitive mind often before others.
- 3/ It provides you with a competitive advantage as you are idea focused.
- 4/ It provides you with a competitive advantage as you are focused on the execution of ideas and not just creating ideas.
- 5/ You develop new ways of engagement with staff, partners and the client as you continually challenge the way it has been done.
- 6/ It allows you to identify channels of added value that others have not.
- 7/ It requires you to take informed risks – or opportunities as I like to refer to them.
- 8/ There is no room for an organisational culture of complacency – it is renounced by staff across all levels.
- 9/ You attract the most passionate and energised talent – consider the expectations and desires of millennials.
- 10/ You accept that “failure” is part of getting it right and look for value beyond the initial fallout to generate new opportunities.
- 11/ You allow enough time to test new actions and initiatives but know when to stop doing what you are doing – based on clear outcomes and benchmarks for success.
- 12/ There is a focus on smart product and service diversification.