

INTERNET LINKS*:

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* If prompted for a password, use the following password (all lower case): first-class

E-1-1-1 Means Entrepreneurship Class **SEMESTER 1 **CLASS 1** **TOPIC 1** EXERCISE 1

WORKBOOK FOR ENTREPRENEURSHIP SEMESTER #1 & CLASS #1 (ALSO CALLED E-1-1***)

3 TOPICS COVERED IN THIS LESSON: (Brief Recaps in Brackets. Click the text to jump to the page in this workbook where we cover the Topics).

- 1** [E-1-1-1: PART 1 OF 3: WHAT CAN WE LEARN ABOUT THE BEST ENTREPRENEURS TO MAKE US MORE SUCCESSFUL?](#) (Qualities of the best of the best include: proving the world wrong, embracing failure.)
- 2** [E-1-1-2: PART 2 OF 3: WHAT CAN WE LEARN ABOUT THE BEST ENTREPRENEURS TO MAKE US MORE SUCCESSFUL?](#) (Qualities of the best of the best include: chasing dreams and not money, positive attitude, being long term greedy, owning the platform, co-competition works, courage and confidence, training differently, adapting like a chameleon, being unemotional about business.)
- 3** [E-1-1-3: PART 3 OF 3: WHAT CAN WE LEARN ABOUT THE BEST ENTREPRENEURS TO MAKE US MORE SUCCESSFUL?](#) (Qualities of the best of the best include: embracing frustration, knowing that they are right and everyone else is wrong, balanced and making time for exercise.)

Please have this workbook open during the E-1-1* lecture and fill in the blanks or answer the questions in this workbook when Chris asks you to do so during the live lesson (or during the replay of the live lesson). The homework for all lessons is always listed on the last page.

If you are watching a live version of this lesson, please let Chris explain the concepts and then we will have many opportunities for live Q&A when he mentions: “Does Anyone Have Any Questions?” You can also ask Chris questions about the concepts taught in this class during his weekly *For MBA Degree Program Students Only Weekly Q&A Webcast*, which is available at the following [link](#) using the following password (all lower case): first-class

Please note that after the class is finished, Chris will direct you where to go online in order to take a quiz based on the concepts taught in E-1-1. If you can't watch this class live, then Chris' team will have an edited [replay](#) of the lesson online within one day after this class has ended. You can also access the unedited replay by clicking on the class video link for each class in our [MBA calendar](#) (password is in lower case as follows: first-class).

TOPIC 1 OF 3: E-1-1-1: Part 1 of 3: What Can We Learn About the Best Entrepreneurs to Make Us More Successful?

Optional: Type your notes for Topic #1 in this box:

Optional: How can you apply what you have learned about Topic #1 today to enhance your career (or to make you happier and more successful in general)?

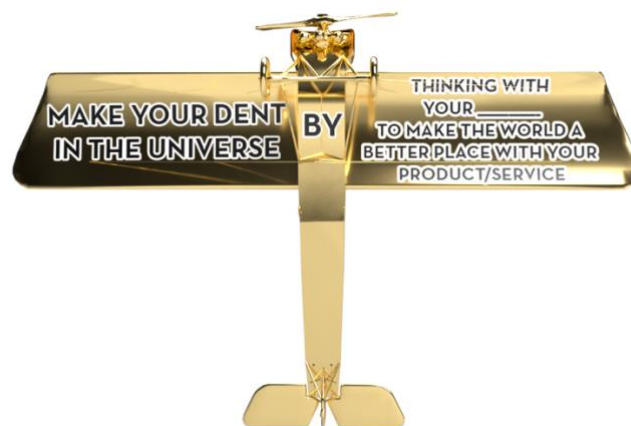
Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #1. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #1. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (the password for the webcast is all lower case: first-class). Before asking the question about Topic #1, please look at the first page of this document to see what he will discuss in Topic #2 and Topic #3 (in case your question will be addressed during Topic #2 and Topic #3). Thanks:

EXERCISE E-1-1-1-1:

Complete this sentence by filling in the box:

“MAKE YOUR DENT IN THE UNIVERSE BY **THINKING WITH YOUR**

TO MAKE THE WORLD A BETTER PLACE WITH YOUR PRODUCT/SERVICE.”



BELOW, PLEASE WRITE DOWN WHAT PRODUCT OR SERVICE YOU MIGHT WANT TO ONE DAY CREATE OR OFFER TO CUSTOMERS THAT CAN IMPROVE THEIR LIVES. IN THE SECOND HALF OF THIS MBA DEGREE PROGRAM, YOU WILL CREATE A BUSINESS PLAN FOR A COMPANY YOU MIGHT START ONE DAY.

WHAT YOU WRITE BELOW WE WILL COME BACK TO WHEN WE DISCUSS HOW TO WRITE YOUR BUSINESS PLAN IN THE SECOND HALF OF THE MBA DEGREE PROGRAM. THIS EXERCISE TODAY WILL HELP YOU THINK ABOUT WHAT COMPANY YOU MIGHT WANT TO START ONE DAY.

EXERCISE E-1-1-1-2:

Complete this sentence by filling in the 2 boxes:

“ GREAT ENTREPRENEURS MAKE THEIR MARK ON THE WORLD **BY PROVING THE WORLD**

THEIR PERCEIVED WEAKNESS IS ACTUALLY A



BELOW, PLEASE WRITE DOWN WHAT YOU THINK YOUR WEAKNESSES ARE THAT MIGHT STOP YOU FROM REACHING YOUR FULL POTENTIAL IN BUSINESS.

WHAT YOU WRITE BELOW WE WILL COME BACK TO WHEN WE DISCUSS PITCHING YOUR BUSINESS MODEL TO INVESTORS AND INTERVIEWING FOR A JOB (SO WE CAN TURN YOUR PERCEIVED WEAKNESS INTO A STRENGTH). ALSO, THINK ABOUT HOW YOU WANT TO PROVE THE WORLD WRONG WITH YOUR FUTURE BUSINESS EMPIRE (YOUR BIGGEST PERCEIVED WEAKNESS IS A MASSIVE STRENGTH!) DON'T WORRY IF THAT DOESN'T MAKE PERFECT SENSE TO YOU NOW...I PROMISE YOU IT WILL BEFORE THE END OF THIS MBA DEGREE PROGRAM.

EXERCISE E-1-1-1-3:

Complete this sentence by filling in the box:

"THE TOP ENTREPRENEURS

A LOT BECAUSE YOU CAN'T PREDICT THE FUTURE WITHOUT DREAMING ABOUT IT FIRST." (The answer is at the bottom of this page)



ON THE NEXT 2 PAGES WRITE DOWN WHAT YOUR 10 BIGGEST PERSONAL AND/OR CAREER GOALS ARE IN LIFE (DON'T BE CONSERVATIVE.....THINK **BIG**...THEN THINK AND

DREAM **MUCH MUCH MUCH BIGGER**)!

The answer to what should be in the box above is "dream."

Workbook for E-1-1 (Semester #1 and Class #1 for Entrepreneurship)

1:

2:

3:

4:

5:

6:

7:

8:

Workbook for E-1-1 (Semester #1 and Class #1 for Entrepreneurship)

9:

10:

TOPIC 2 OF 3: E-1-1-2: Part 2 of 3: What Can We Learn About the Best Entrepreneurs to Make Us More Successful?

Optional: Type your notes for Topic #2 in this box:

Optional: How can you apply what you have learned about Topic #2 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #2. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #2. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (the password for the webcast is all lower case: first-class). Before asking the question about Topic #2, please look at the first page of this document to see what he will discuss in Topic #3 (in case your question will be addressed during Topic #3). Thanks:

TOPIC 3 OF 3: E-1-1-3: Part 3 of 3: What Can We Learn About the Best Entrepreneurs to Make Us More Successful?

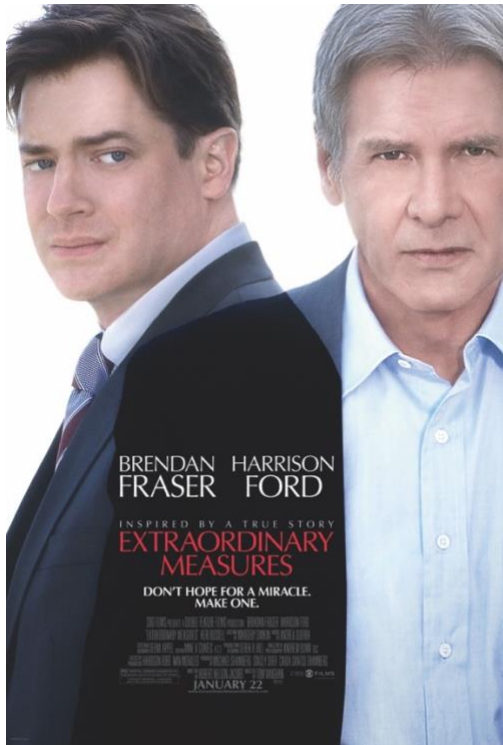
Optional: Type your notes for Topic #3 in this box:

Optional: How can you apply what you have learned about Topic #3 today to enhance your career (or to make you happier and more successful in general)?

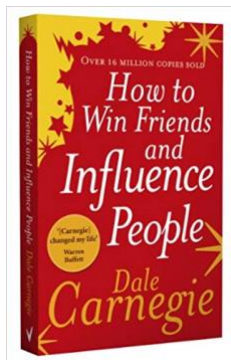
Optional: Type a question(R) below that you want to ask Chris on the live webcast about Topic #3. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #3. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (the password for the webcast is all lower case: first-class). Thanks:

RESOURCES (OPTIONAL):

[Movie: Extraordinary Measures:](#)



[Book: How to Win Friends and Influence People](#)



QUOTES:

"Don't let others convince you that the idea is good when your gut tells you it's bad."

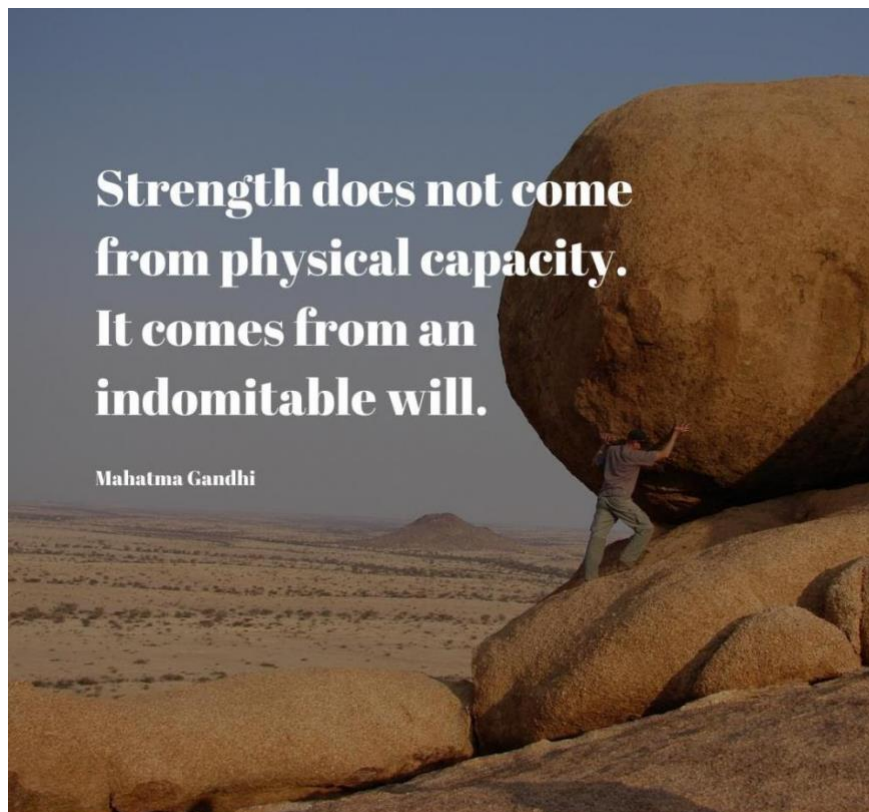
[-Kevin Rose, co-founded Digg](#)

"If you can offer a free tier that provides a lot of value, it will naturally help your product to spread much more rapidly."

[-Melanie Perkins, Co-founder of Canva](#)

"One of the greatest skills of leadership is being unflappable. Anytime you do anything in the world; there's going to be criticism."

[-Arianna Huffington, Co-found and editor-in-chief of Huffington Post Media Group](#)



HOMEWORK

Look at the goals that you documented in EXERCISE 1-1-1-3 and add them to your daily schedule that we discussed in your workbook from PG 1-1, meaning the file called Workbook for PG from Semester #1 Class #1.

After class, please complete the quiz associated with this lecture at this [link](#).