

IE Introduction – Lesson 5 – IE Principles 1 – Video

Summary

- 4 elements of being integral entrepreneur. We mature and grow across stages.
 - We expand optimism and renew our energy with increased access to internal renewal based on nature itself.
 - We enhance our capacity to influence through increased maturity and we attract others based on values that people increasingly recognize as critical.
 - We expand our grasp of our culture. Our purpose is to maximize well-being of context and expand relationships with customers/suppliers, building a culture of trust and respect.
 - Develop astute business acumen. It remains essential to be pragmatic about creating a successful business. The realities of business quickly kill wishful thinking.

Four Quadrants

Grow key business attributes in all 4 areas

