

## **IE Introduction – Lesson 7 – A New Model 1 – Video**

### **Summary**

- “It was the best of times, it was the worst of times... on steroids” – the 21<sup>st</sup> Century is a unique, qualitatively different context than ever before.
- Business at the forefront, confronted with creating new models of value that transcend the value of ‘maximizing profit’.
- Among the most critical threats to entrepreneurs, and indeed everyone, to responding is what is sometimes called the “Free Rider” attitude: “I am too small to matter. I am too impotent to matter. I will just run my own business and wait until the big guys change things.”
- But if 8% of the world population is seeing what the future requires and is in the process of the kinds of growth processes that create new ways of imagining the future, if we are *that close* to a tipping point... then you’re not such a small player. We need innovative thinkers, we need business leaders who have the integrity to at least digest the implications of the future and let it shift their thinking.
- This kind of personal shift isn’t accomplished by simply studying a book, although learning from the best is a powerful process. We see from our own perspective and we grow our perspective by genuine intent applied over time. With this, we operate our business consistent with our growth.
- The science of how we mature is not hidden. There are pretty commonly described processes that have been validated across cultures.
- Just recognizing the nature of Wilber’s 4 quadrants interrupts conventional thinking that segregates and disowns part of reality.
- The entrepreneur’s quandary resolved: effective, efficient – and now constructive in a time of challenge and opportunity.

### **End of Lesson Summary:**

The three core inter-related outcomes Integral Entrepreneurship seeks are:

- The purpose of the business
- The vision and wisdom of the entrepreneur
- The business effectiveness of the entrepreneur