



Entrepreneurship can be an exciting career endeavor and is most suited to individuals who are willing to take risks and invest 100% of their energy and resources into the pursuit of self-employment. On the path to Entrepreneur, there are an infinite number of ways you can be successful, and an infinite number of ways that you can fail. This vast uncertainty is part of the thrill that energizes Entrepreneurship. All things are possible.

“Entre” in French means to “open doors.” That is the role of Entrepreneurs in our capitalistic society; to open new business opportunities. Two fundamental laws that are not discretionary are required for success:

1. Your business must make a profit. It is not about how hard you work, or the hours, or even the money. It is about making a profit.
2. Your business must continually improve to stay viable in today’s world. Once you are a successful business, there will be other entrepreneurs working to take your profit and your business. In other words, evolve or perish.

The Entrepreneurship track is designed to help you determine your readiness to become an entrepreneur. It is assumed that you have had some practical business experience before undertaking this discernment process. The tools offered in this track can provide you the opportunity to find your natural fit in the Entrepreneurial world.

As you move through the process of self-discovery and preparation for a career path of an Entrepreneur, you will need to address the following questions.

- 1) Are you ready for entrepreneurship?
- 2) What are the fundamentals of becoming an entrepreneur?
- 3) Which, of five, possible paths to entrepreneurship do you choose?
- 4) How do you get going?

To guide you through this process The Entrepreneur track modules include:

- Step 1: Discerning Your Readiness for Entrepreneurship
- Step 2: Identifying the Fundamentals of a Business Startup
- Step 3: Choosing Your Pathway Toward Entrepreneurship