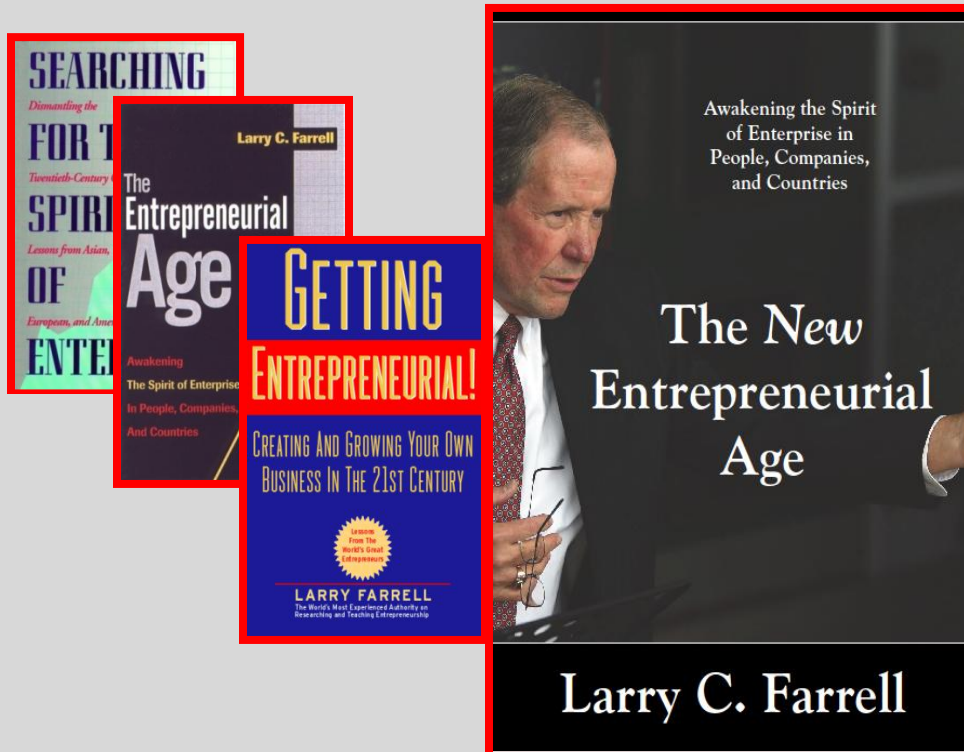


# ***CORPORATE ENTREPRENEURSHIP***

***Lessons From  
The World's Great Entrepreneurs  
And Their High Growth Companies***



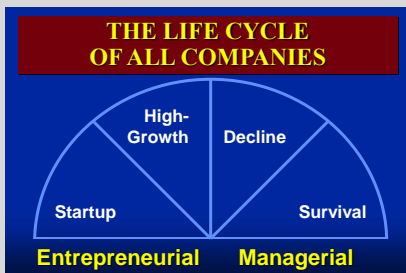
***Keynote Address · Half Day Executive Overview · Full Day Seminar  
At Your Location On Your Preferred Date***

***Presented By Larry Farrell  
The World's Leading Authority On  
Researching And Teaching Entrepreneurship***

## OUR HIGH GROWTH TECHNOLOGY

*Down-sizing, another re-organization and more management consultants with MBAs won't get you a penny of real growth. To get growth, you've got to have high purpose, absolute focus on customer and product, a lot of action, and self-inspired people.*

Beating the natural life cycle of organizations is tough indeed. Of America's 100 biggest and richest companies a hundred years ago, only 16 are still in business today! Here's why. . .



The entrepreneurial spirit fuels the start-up phase and creates high growth. Growth brings size and the passage of time brings new leaders. These shifts in size and leadership produce a new set of objectives. Managing this and that become more important than making this and selling that. Meetings, reports, and self-perpetuating bureaucracy erupt on every front. Growth slows down, high priced consultants are called in – and it only gets worse. Decline sets in and, unchecked, you're on your way to demise. The only way to fix this mess is to re-instill the entrepreneurial basics: the high-growth practices of the world's great entrepreneurs.



## CORPORATE ENTREPRENEURSHIP PROGRAMS

These *Corporate Entrepreneurship* sessions are based on Larry Farrell's three decades of researching and teaching the high growth practices of the world's great entrepreneurs – up through the new findings and examples in his latest book: *The New Entrepreneurial Age* – and The Farrell Company's experience in teaching entrepreneurship to over five million participants around the world. Our rationale is that creating and growing a business is very different from “managing” a business. Therefore the sessions offer participants a unique grounding in the fundamentals of high growth enterprise – and a roadmap for creating a more entrepreneurial organization. Those high growth practices of the world's great entrepreneurs are:

Sense Of Mission

*The Entrepreneurial Way To Deliver Product/Market Winners*

Customer/Product Vision

*Creating Entrepreneurial Passion To Produce Continuous Growth*

High-speed Innovation

*The Entrepreneurs Secret Weapon For Beating The Competition*

Self-inspired Behavior

*The Power Of Loving What You Do & Getting Very Good At Doing It*

## KEYNOTE ADDRESS

*Lessons From The World's Great Entrepreneurs  
And Their High-Growth Companies*

The fast moving keynote, designed for large conferences, examines how the power of entrepreneurship can be re-instilled in any company to compete and prosper in the 21st century. The address has entertained and challenged audiences all over the world. It's a rapid-fire drill full of amazing facts, powerful examples, humorous anecdotes and thought provoking recommendations to take away.

- US\$10,000 – books/shipping optional and travel.

## EXECUTIVE OVERVIEW

*Learning The Lessons Of The World's Great Entrepreneurs  
And Their High-Growth Companies*

The half-day (3 to 4 hours) overview is designed for any number of board members and senior managers. It's a senior level, compressed version of the *Corporate Entrepreneurship Seminar*. All of the seminar's key points are covered and all of the Application exercises are illustrated -- but not completed in the session. The session has two goals: that boards and senior management teams learn the entrepreneurial basics which propel all high growth enterprise, and examine how those basics can be instilled across their own organization.

- US\$5,500 plus books/materials, shipping and travel.

## ONE DAY SEMINAR

*Instilling The Lessons Of The World's Great Entrepreneurs  
And Their High-Growth Companies*

The full day seminar is designed for 25 to 40 managers, with half the day devoted to Application planning. The session has two goals: that participants learn the entrepreneurial basics which propel all high growth enterprise and leave with a plan for instilling those basics in their own departments - and across the organization. At the close, each participant is asked to personally commit to implementing the five highest impact entrepreneurial actions within his/her own area of responsibility the first week back on the job.

- US\$7,500 plus books/materials, shipping and travel.

## OUTLINE

### WELCOME TO THE **NEW** ENTREPRENEURIAL AGE

- Why People, Companies And Countries All Need It
- Entrepreneurship: What It Is
- Your Country: *Creating An Entrepreneurial Economy To Win The 21st Century Global Economic War*
- Yourself: *The Best Weapon You'll Ever Have To Survive A Downsized And Uncertain World*
- Your Company: *Corporate Entrepreneurship – Reviving The Entrepreneurial Spirit In Your Business*
- The New Entrepreneurs, They Are Us! - Bill Gates

### THE NEW ENTREPRENEURS

"Risk? What risk? I started Microsoft for just \$700!"

BILL GATES  
MICROSOFT



### REVIVING THE ENTREPRENEURIAL SPIRIT IN YOUR BUSINESS

- Application 1: *You're An Entrepreneur! What Next?*
- Big Trouble At Big Business
- The Life Cycle Of All Organizations
- The Entrepreneurial Basics – The Real Magic Of Disney
- Sense Of Mission: *The Entrepreneurial Way To Deliver Product/Market Winners*
- Customer/Product Vision: *Entrepreneurial Passion To Produce Continuous Growth*
- High-Speed Innovation: *The Entrepreneur's Secret Weapon To Beat The Competition*
- Self-Inspired Behavior: *Loving What You Do And Getting Very Good At Doing It*
- The Role Of Corporate Entrepreneurship
- APPLICATION 2: *Rating Your Company's Entrepreneurial Spirit*
- Entrepreneurship Versus Managing – Steve Jobs

### ENTREPRENEURING VERSUS MANAGING

"The managers knew how to manage — but they didn't know how to do anything."

STEVE JOBS  
APPLE COMPUTER, NEXT, PIXAR



### KEEPING THE SENSE OF MISSION ALIVE AS YOU GROW

- The Most Sacred Information – Iceland's Kari Stefansson
- "What" And "How" – Creating High Purpose And High Standards
- "What" – Corporate Strategy Ala Matsushita
- Creating An Entrepreneurial Strategy
- The Criteria That Count
- Application 3A: *Creating An Entrepreneurial Strategy*
- Application 3B: *The Criteria That Count*
- "How" – Corporate Culture Ala Watson
- Creating An Entrepreneurial Culture
- Keeping It Alive
- Application 4A: *Creating An Entrepreneurial Culture*
- Application 4B: *Keeping It Alive*
- The Mission Of Buel Messer

### SENSE OF MISSION

"Our duty as a business enterprise is to produce goods that are welcomed by the public."

KONOSUKE MATSUSHITA  
MATSUSHITA ELECTRIC



### RE-INSTALLING CUSTOMER/PRODUCT VISION

- Customer/Product Fanatics – At Jobs' Apple
- The Functional Organization – Death Of The Craftsman
- The Customer/Product Vision Of Disney
- Application 5: *My Entrepreneurial Job Description*
- Loving The Customer – Walton's Legacy
- Loving The Product – Daimler's Legacy
- Growing The Old-Fashioned Way
- Application 6A: *Great Ideas For "Loving" The Customer And "Loving" The Product*
- Application 6B: *Growing The Old-Fashioned Way*
- Dell's Direct Model

### CUSTOMER/PRODUCT VISION

"The inclination of my life has been to do things and make things which will give pleasure to people in new and amazing ways."

WALT DISNEY



### FOSTERING HIGH-SPEED INNOVATION

- When Your Life Depends On It – The Lesson Of Morita
- The Seven Deadly Sins

- The Golden Rules Of High-Speed Innovation - The 3M Case
- The Necessity To Invent – At Hillblom's DHL
- The Freedom To Act – At Penhoet's Chiron
- Application 7: *Encourage Innovation/Speed Up Action/Wipe Out Bureaucracy*
- Changing The World With A Good Idea – Brazil's Rodriguez

### CHANGING THE WORLD WITH A GOOD IDEA

"I actually felt guilty wasting that much water."

LITO RODRIGUEZ  
DRY WASH



### MAKING SELF-INSPIRED BEHAVIOR THE ORGANIZATION STANDARD

- "I Promoted Myself" – Sarah Walker
- High Commitment And High Performance – Ross Perot Style
- Creating High Commitment – "I Like What I Do" Ala Lever
- Creating High Performance – "I'm Good At Doing It" Ala Johnson
- Inspiring Others - Honda Style
- The Power Of Consequences
- Creating An Entrepreneurial Performance System
- Application 8: *Raising Commitment And Performance*
- Application 9: *Creating And Using The "EPS"*
- All In The Family – Tay In Singapore

### SELF-INSPIRED BEHAVIOR

"... one of my advantages is that I don't have a highly complicated view of business."

RICHARD BRANSON  
VIRGIN GROUP



### WHAT'S REQUIRED TO CREATE "THE ENTREPRENEURIAL ORGANIZATION"

- An Entrepreneur-Friendly Culture – The Virgin Atlantic Way
- A Bit Of Money - The Lincoln Electric Way
- A Bit Of Knowledge – The Apple Computer Way
- Awakening The Entrepreneur In Every Employee - TMM'S Great Gift
- Application 10: *My "Corporate Entrepreneurship" Action Plan*
- The Entrepreneurial Basics – Once More From Disney



**IT'S TOUGH TO GET THE EXPERTS TO AGREE ON ANYTHING. HERE'S SOMETHING DRUCKER, PETERS, BLANCHARD AND A HOST OF OTHER LEADERS AROUND THE WORLD DO AGREE ON!**



**"Bigger is better turned out to be another 20<sup>th</sup> century myth. Larry Farrell has eloquently described why."  
Peter Drucker, the 20<sup>th</sup> Century's Greatest Management Thinker**



**"If you want to learn about international entrepreneurship, Larry Farrell is your man."  
Tom Peters, the World's All-Time Best Selling Business Author**



**"Larry Farrell takes the reader straight to the entrepreneurial basics that propel all high-growth companies and does it on a global scale."  
Ken Blanchard, *The One Minute Manager***

**"Larry Farrell's enthusiasm, grounded in years of working with entrepreneurs, will inspire anyone who has ever dreamed of creating a business, as well as corporate CEOs looking to instill an entrepreneurial spirit across their companies and even government leaders hoping to jump-start economic development."**

**Matthew Budman, Editor-in-Chief, *The Conference Board Review*, New York**

**"Farrell's got the hottest topic of the year. We've built our entire conference around it."**

**Kim Gantz, CEO Symposiums, *Business Week***

**"No one captures the spirit and passion of the entrepreneur like Larry Farrell! He provides the road map, the wisdom, the vision and the motivation for all of us to act on our entrepreneurial dreams."**

**Howard Jung, Chairman of the Board, *Ace Hardware***

**"Farrell's message changed the way we do business. It changed our lives!"**

**Franco Calandra, President *Rockwell International*, Brazil**

**"Larry Farrell is a most unusual American. He has the perfect entrepreneurial message for French companies and he presents it with a truly international touch."**

**Hervé Hannebicque, Senior Vice President, *Thomson /RCA*, France**

**"Thank you for the incredible seminar! Insights shared were truly inspiring and encouraging with very practical guidelines for application. Real life stories cited were highly relate-able and amazingly compelling. Your presentation charmed the audience and added tremendous value to our business and our life."**

**Nicholas Yim, Group Senior Vice President, *Sino Group*, Hong Kong**

**The seminar was a day well spent by our senior management team - a great lead-in for our Strategic Planning.**

**Theodore M. Fowler, Chief Executive Officer, *Golden Corral Corporation***

**"Wonderful! You were a smashing success at all three CII conferences you addressed. We want you back soon."**

**N. Srinivasan, Executive Director, *Confederation of Indian Industry***

**"I love what we've just heard from Mr. Farrell on making Memphis a more entrepreneurial city. I want to see on my desk, in 30 days, a plan to implement his ideas across the city."**

**A. C. Wharton, Jr., Mayor, *City of Memphis*, Tennessee**

**"Larry Farrell's passion, expertise and support gave my tribal community the insight and courage to move forward with their own start-up business planning and implementation."**

**Jamie Fullmer, Chairman, *Yavapai-Apache Nation*, Arizona**

**"Larry Farrell's books and ideas on entrepreneurship are very popular in China. Since 2004 we've had a productive collaboration and our joint venture business is producing good results for our clients."**

**Dr. Zheng Li, Vice Dean, *School of Economics*, Jilin University, China**

**"The global entrepreneurship revolution has great economic and social potential. But it needs practical wisdom. For thirty years, Larry Farrell has provided that wisdom to individuals and governments around the world."**

**Dr. Peter Heslam, Director, *Enterprise Solutions to Poverty Project*, Cambridge University, UK**

**"I'm glad to tell you . . . the book was a source of inspiration."**

**Charles G. Burck, Board of Editors, *Fortune***

## LARRY C. FARRELL

*The World's Leading Authority On Researching And Teaching Entrepreneurship*

Larry is the Founder and Chairman of The Farrell Company, the world's leading firm for researching and teaching entrepreneurship. He founded the firm in 1983 to do ground-breaking research into the high-growth business practices of the world's great entrepreneurs. Today, with Affiliates in North America, Asia, Europe, South America and Africa, over **five million people**, in forty countries, across nine languages, have attended the company's programs. Over the past three decades, Larry has personally taught entrepreneurship to more individuals, companies, and governments than any person in the world.

His work has received praise from **Peter Drucker, Tom Peters, Fortune, Business Week, The Conference Board**, and more. His books have received critical acclaim and are translated into numerous languages. The firm provides: **The Entrepreneurial Age** keynotes, **Corporate Entrepreneurship** seminars, **Getting Entrepreneurial!** seminars for students and **Creating An Entrepreneurial Economy** projects for government. Clients range from blue-chip global companies, to world-class universities, to government agencies responsible for economic development.

Larry has a diverse background: **Peace Corps Volunteer, Harvard Business School, University of California Law School, Vice President of American Express in New York and President of Kepner-Tregoe in Princeton, NJ.** He is a Contributing Editor for **The Conference Board Review** in New York, a columnist for **Entrepreneur Magazine** in India, and an Advisory Board member to **Cambridge University's Enterprise Solutions to Poverty** project in the UK.



## YOU WILL BE IN GOOD COMPANY

*A Sampling Of Our Corporate, Education And Government Clients Around The World*

**Corporate clients include:** IBM... American Express... Business Week... Citibank... Cisco Systems... DHL... Singapore Technologies... Glaxo... Carvajal... Matsushita... Henkel... Banco Itau... Hertz... Finnair... Thomson/RCA... Honda... Pattison Group... Coca Cola... Unilever... Association for Corporate Growth... Philippine Airlines... Confederation of Indian Industry... Malaysian Mining Corporation... Bass Brewery... San Miguel... Turkcell... Credit Union Executives Society... Toyota... Nabisco... Thales... Bank of Iceland... Infosys... ENAP de Chile... British Institute of Management... Johnson Controls... Avon... Banca Comerciala Romana... Singapore Telecom... South Africa Personnel Association... Mead Johnson... Varig Airlines... Hong Kong Railway... Dow Corning... Bangalore Chamber Of Commerce... Sanofi-Aventis... Sino Group... Xerox...

**University & education clients include:** Cambridge, UK... CalTech, US... Jilin, China... KIBS, India... IT Sligo, Ireland... Ateneo, Philippines... Central Michigan, US... Trinity Western, Canada... Laureate, US... San Ignacio De Loyola, Peru... Oklahoma City University, US... Ministry Of Higher Education, Malaysia... Junior Achievement... (JA, the world's largest educational organization, is teaching entrepreneurship to hundreds of thousands of young students around the world, every year, with our licensed programs!)

**Government clients include:** City of New York... Estonia Ministry of Economy... Singapore Ministry of Trade... Brazil Small Business Adm... South Africa, KZN Province... Invest Northern Ireland... Malaysia Ministry of Entrepreneur Development... European Union Development Fund (Romania)... UN Secretariat for Enterprise Development... China Vocational Education Association... Yavapai-Apache Nation...

**CONTACT US FOR MORE INFORMATION OR TO SCHEDULE YOUR SESSION**

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