This is an outline for a seminar given by Ingenuity. Please email amy@ingenuitycorp.com with any questions.
Six Essential Skills Seminar

ENTREPRENEURIAL TOOLKIT

The Six Essential Skills Seminar is a highly interactive two-day program where managers, marketing experts, engineers, and professionals learn, examine and apply the Stanford Graduate School of Business’s proven approach to teaching entrepreneurial leadership. The seminar is designed to make executives more agile, productive, and able to create and scale entrepreneurial endeavors across existing teams.

Fortune 500 companies, universities, and governments worldwide are tapping into the power of the Six Essential Skills framework. Based on proven Silicon Valley practices and 200 interviews with today’s top entrepreneurs, the Six Essential Skills unlock the key to cutting edge performance in our rapidly changing economy.

The seminar provides individuals and teams an “entrepreneurial toolkit” for success. The sessions will define the Six Essential Skills, diagnose individual performance with an online tool, teach business managers how to be creators within corporations, and engage participants in exercises that enable them to immediately capture new opportunities.

This hands-on, interactive seminar teaches professionals the skills required to enhance their own performance. The Six Essential Skills are applied to projects participants are currently working on to catapult these initiatives forward in the new world of work.

“Amy Wilkinson’s insights about entrepreneurship, in combination with stories of successes and failures, serves as an inspiration for those looking to create and build new businesses.”

STEVE CASE
Chairman and CEO of Revolution | Co-Founder of AOL

GAIN VALUABLE INSIGHT FROM TOP ENTREPRENEURS


Amassing the largest dataset to date on high scale founders, Wilkinson spent five years conducting rigorous interviews with 200 of today’s leading entrepreneurs including the founders of Airbnb, LinkedIn, eBay, PayPal, Dropbox, Yelp, Tesla Motors, SpaceX, Under Armour, Spanx, JetBlue, and Chipotle. Setting her work apart, she then drilled down through the latest academic research and analyzed data from across diverse fields, applying scientific methodology to distill the fundamental skills that creators all share — skills that can be learned, practiced, and passed on.

The book has been translated into multiple languages and has guided entrepreneurial leaders in a variety of endeavors and industries across the globe.
WHO SHOULD ATTEND

Individuals and teams from a variety of disciplines within an organization participate together, establishing a common foundation for creating new initiatives and drive growth of existing business.

- Managers, marketing experts, and engineers who are responsible for new technologies or ideas
- Regional and division unit leaders who are responsible for growth initiatives
- Executives responsible for technology transfer and/or commercializing ideas

SEMINAR FORMAT

Over the course of two days, participants will engage in an intensive learning environment. Using a combination of lecture, case study investigations, team exercises, and individually tailored diagnostic analysis, each participant will come away with an understanding of how to apply the “entrepreneurial toolkit.” The goal is to empower business managers to catalyze growth within existing organizations and best compete in today’s entrepreneurial economy.

- Discussion of the Six Essential Skills
- Diagnostic of Individual Skill Level
- Interactive Exercises and Team Activities
- Skills-based Case Study Analysis
- Sharing of Feedback via Creators Forums
- Focus on Team Objectives and Organizational Alignment

KEY TOPICS OR "HOW-TO:"

The Six Essential Skills Seminar provides leaders with a proven methodology for creating breakout results.

- Spot opportunities that others don’t see
- Manage speed to harness competitive edge
- Develop skill of quick decision-making
- Set a failure ratio and hone resilience
- Harness cognitive diversity to build on each other’s ideas
- Unleash generosity to increase productivity

WHO SHOULD ATTEND

Individuals and teams from a variety of disciplines within an organization participate together, establishing a common foundation for creating new initiatives and drive growth of existing business.
The Six Essential Skills Framework

SKILL 1: FIND THE GAP
By staying alert, entrepreneurial leaders spot opportunities that others don’t see. They keep their eyes open for fresh potential, a vacuum to fill, or an unmet need. To do this they tend to use one of three distinct techniques: transplanting ideas across divides, designing a new way forward, or merging disparate concepts. Entrepreneurial leaders who master these approaches can be characterized as Sunbirds, Architects, or Integrators.

SKILL 2: DRIVE FOR DAYLIGHT
Just as racecar drivers keep their eyes fixed on the road ahead, entrepreneurial leaders focus on the future, knowing that where they go, their eyes go first. They move too fast to navigate by the confines of their lane or the position of their peers. Instead, they focus on the horizon, scan the edges, and avoid nostalgia to set the pace in a fast-moving marketplace. This skill highlights the long-term mission of entrepreneurial leaders.

SKILL 3: FLY THE OODA LOOP
Entrepreneurial leaders continuously update their assumptions. In rapid succession, they observe, orient, decide, and act. Like legendary fighter pilot John Boyd, who pioneered the idea of the “OODA loop,” entrepreneurial leaders move nimbly from one decision to the next. They master fast-cycle iteration and in short order gain an edge over less agile competitors.

SKILL 4: FAIL WISELY
Entrepreneurial leaders understand that experiencing a series of small failures is essential to avoiding catastrophic mistakes. In the course of practicing and mastering this skill, they set failure ratios, place small bets to test ideas, and develop resilience. They hone the skill to turn setbacks into successes.

SKILL 5: NETWORK MINDS
To solve multifaceted problems, entrepreneurial leaders bring together the brainpower of diverse individuals through on- and off-line forums. They harness cognitive diversity to build on each other’s ideas. To do this, they design shared spaces, foster flash teams, host prize competitions, and build work-related games. This skill underscores the importance of collaborating with unlikely allies.

SKILL 6: GIFT SMALL GOODS
Entrepreneurial leaders unleash generosity by helping others, often by sharing information, pitching in to complete a task, or opening opportunities to colleagues. Offering kindness may not seem like a skill, but it is an essential way to strengthen relationships. In an increasingly transparent and interconnected world, generosity makes entrepreneurial leaders more productive.
Amy Wilkinson is CEO and founder of Ingenuity, lecturer at Stanford Graduate School of Business and author of The Creator’s Code: The Six Essential Skills of Extraordinary Entrepreneurs. She advises executives and emerging leaders around the world on how to master the skills that underlie entrepreneurial success.

Wilkinson’s career spans leadership roles at McKinsey & Company, J.P. Morgan and as founder of Alegre, a foreign-based export company. She has also served in the White House as a senior policy advisor to the United States Trade Representative and a White House Fellow.

Fascinated by how leaders must reinvent their approaches to excel in an entrepreneurial age, Wilkinson interviewed 200 of today’s top entrepreneurs including the founders of Tesla Motors, SpaceX, Airbnb, LinkedIn, eBay, PayPal, Dropbox, Chipotle, Under Armour, Spanx, JetBlue, and Revolution Foods to distill what it takes to go from start-up to scale in our rapidly changing economy. She conducted this work while a senior fellow at Harvard University and public policy scholar at the Woodrow Wilson Center. The Ewing Marian Kauffman Foundation awarded Wilkinson a grant for her groundbreaking research on high growth entrepreneurs.

Wilkinson has been a keynote speaker for corporations, institutes, and universities around the world. Recent speaking events include the World Economic Forum at Davos, Consumer Electronics Show, NASSCOM (India’s Leadership Forum), Microsoft, IBM, TD Ameritrade, National Governor’s Association, and Federal Reserve Board of Governors.


Wilkinson earned a BA, MA, and MBA from Stanford University. She is a member of the Council on Foreign Relations and an Eisenhower Fellow.

Learn more at www.amywilkinson.com