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ENTREPRENEURSHIP AS PART OF CAREER, YAY OR NAY?

ENTREPRENEURSHIP

AS PART OF CAREER

YAY OR NAY?

Entrepreneurship is the process of developing, organizing, and managing a new business idea in a dynamic global marketplace. The modern entrepreneurship definition is about transforming the world by solving big problems like bringing about social change or creating an innovative product that challenges the status quo of how we live our lives daily. Entrepreneurs play a key role in any economy. These are the people who have the skills and initiative necessary to take new ideas in marketing their product and make the right decisions to ensure the ideas are profitable.

Every knowledge regarding entrepreneurship is just at your fingertips. Nowadays, social media has become a significant platform especially for youngsters to unearth the revolutionary changes occurring within the universe. Millennials or youngsters today are exposed to plenty of opportunities, that caused them to start venturing into entrepreneurship since they were young and continue embracing it as part of their careers.

These days, swarms of people graduating from university throw in the risk dice and hope to get sizable rewards from the entrepreneurship game. Youngsters who have the eagerness and goal-getter energy will see giant CEOs such as Jack Ma, Elon Musk, or Mark Zuckerberg as their idols and put them as a benchmark to become as successful as them. Somehow, some of them omitted that an entrepreneur is comprised of and involves many aspects including taking risks, being observant, finding a solution, team player, leadership, organizing, managing strategies, and managing a business venture in a competitive market.

Today, entrepreneurship has become one of the significant career choices being pursued by the youth. There are big whys and concrete reasons why millennials chose entrepreneurship as part of their career. One of them is they love to be their own boss and have control over their own time and money rather than being employed. Second, millennials are visionary. They see things in a bigger picture, and they are expressive. They can work flexibly, and be creative, while following their passion and unlocking potentially unlimited earnings. Third, they want to expand their network and emerge themselves into the higher level of circle, which can add value to benefit them.

Obviously, there are some gaping impediments in an entrepreneurial career. Seeking free time may be hard to come by for entrepreneurs and it is an arduous journey, especially in swift-moving industries. Many entrepreneurs work long and hard to make their dream a reality. Startups would be even harder and getting investors might be worse. Becoming an entrepreneur means putting money on the line for your idea. If it doesn't work out, you'll be responsible for dealing with disappointed investors and outstanding bank loans. Some of them may back out at inopportune times, leaving serious dents on the cash flow table. Worst case, businesses could even fail within a year or two, but this is why entrepreneurship isn't for the weak. That is why the main characteristics of the entrepreneurial mindset are curiosity, independence, resilience, and persuasiveness.

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Based on an article written by George (2022) in Forbes magazine, four (4) entrepreneur leadership principles were highlighted. If embraced, they can help to grow their abilities, business, and team to do remarkable things. To summarize, the four (4) key factors are to be mindful and fully present at the moment, which enables leaders to intervene in each situation to ensure a positive contribution to the business. Next, is to be authentic by settling into a leadership style that fits their personality where they can channel their energy into improving how they lead, rather than becoming the person they're not. Third is uncompromising in using limitless human potential to achieve far more impressive results than we think. Lastly, investing the whole mind, body, and spirit into their work.

Obviously, there are pros and cons to becoming entrepreneurs. Things you must keep in your mind is to invest your full effort with full heart and never give up in whatever you venture in. Place your business as your passion and part of your career. If you manage to do that, the struggles become enjoyable. You never know what the future holds and quitting is never an options.

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