

ENTREPRENEURSHIP AND VALUE CREATION

I. Entrepreneurs fly with eagles

An eagle is the leader of its class

The eagle is the largest predatory bird in the world. It is considered the chief. Entrepreneurs should strive to be the leaders in their class. The business world is cutthroat and not everyone will survive. Those most likely to survive are the ones large and strong enough to face difficulties when the competition or environment is working against them.

An eagle has extraordinary vision

The eyes of an eagle are eight times sharper than that of a human. Their ability to see far distances allows them to conserve energy and make decisions from further away. An entrepreneur should always look ahead and gain insight before making decisions. Long term vision will guide you even when the present is tough. Risk and moments of attack are better executed with long term planning. Patience, risk-aversion and efficient decisions can all be achieved with extended vision.

An eagle has freedom

The eagle's ability to soar above other birds and its sheer size limit the number of threats that can detain it. Entrepreneurs have the freedom to take their business wherever they want. However, with freedom comes great responsibility. Entrepreneurs must be self-accountable with their decisions and use of time. Too much vacation time or laziness with decisions will at some point lead to failure. Use freedom wisely by fostering the eagle's strength and vision.

An eagle is an excellent symbol for entrepreneurship and life. I believe that analyzing this bird can lead to greatness.