



Stanford eCorner

Skills of an entrepreneur

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Video URL: <http://ecorner.stanford.edu/videos/1443/Skills-of-an-entrepreneur>

Lee believes that leadership and dynamic managerial style are two important skills that every successful entrepreneurs must have. He goes on to discuss the necessary skill set that make a successful entrepreneur.



Transcript

The under one scale on entrepreneurial must have is the leadership. The second key to success is a dynamic managerial style. In order to be a strong leader and a great manager, here are the things I believe you need to do. One, you should be bright, optimistic, and cheerful in nature. As a French philosopher Alain says, pessimism is from your sentiment but optimism is based on your volition, which means willpower. When it comes to business what athletic game you should be a tough fighter with a hungry appetite for the success, never yielding in front of any difficulties and any challenges. You also need to have highly strategic approach to every issue in business if you do not have a strong conviction, you better stay away from running your own business because as an entrepreneur, there's no comfort zone, safety net, security, nor any guarantee. Two, regardless of the level of your education, you should honestly admit when you are lacking certain skills and try to improve yourself to the extent level demanded by business. You should consider having a seasoned mentor or outside consultant for specific topics. Three, business can only be evaluated by profit it generates in the competitive marketplace same as athletic games are counted by the scores.

You need to constantly pursue technological innovation with your product as well as the quality of the service and to position yourself always ahead of your competition, which is easy to say but many companies are failing to do so. Four, beginners are there to compete. Just like athletic in a competition for medal. In order to survive a competition, you need to create and recreate the strategy and the tactics constantly. That means that you should always be strategically prepared. You can strike back at the competitor offense with the superior product or service and by having much better game plan. It should not be guessing game. When I got into the PC multimedia industry in 1988, there were 17 companies competing with one another in the market including IBM. I was the number 18 and three members in the already crowded market. Five years later, '93, '94, '95 my products were number one player in the market.

Five, you'll realize that there are various gaps or problems that need to be addressed between the strategic thinking and the daily beginners realities. That is why the essence of entrepreneurship is the problem solving including problem analysis, pinpointing solutions and action. Many smart people love to talk but they always want someone else grabs and then sneak into the enemies' bunker and just threw at it. Remember, people troubleshoot, tackles current problems and also deals with the problems, possible problems that will show up on the horizon in the very near future. It is like a preventive medicine where you treat the problems before they become visible. It is also very important to detect the optimum way of problem solving in the shortest possible time frame. The truth is, however, in this world where there is no problem there is no profit. You, only way to prove there's a profit is to productively solve the biggest problems better and then faster than your competition. Six, an

entrepreneur should have the obligation to produce the best performance every month, every quarter and every year as majored by financial statement. That is why you have to keep changing your strategies and attack this conservatively.

When you are through the changes, you are through. When you are through the changes, you are through. Also, you should have good relationship with investors, customers, employees, and then other stakeholders through organizers as well as personal communication. It is also advisable to build up good human network by actively participating in the industry and the community activities and the event.