

5) Entrepreneurial Attitude

Entrepreneurs are innovators. They are always trying to figure out new ways of doing things. The status quo is not good enough. They search for opportunities and innovative ways of taking advantage of these opportunities.

Entrepreneurs like change, the more the better, because change provides opportunities. In fact, entrepreneurs have sometimes created change in order to provide new opportunities.

The essence of this attitude is that anticipating change and formulating innovative responses to the changes will result in success.

Locus of Control

A core factor for managerial attitude is “locus of control.” This factor is a central difference between the managerial attitudes discussed previously. This is a concept dealing with “who has control.” Some people believe they have control over their lives while others believe they don’t have control (outside

forces have control.) Those with a positive locus of control believe that success or failure in life is based on the choices they make during life. Those with a negative locus of control believe that success or failure in life depends on the circumstances in which they find themselves, and that the choices they make during life are controlled by their circumstances.

What is Your Managerial Attitude?

If you are managing a business, what is your managerial attitude? A personal self-assessment may be valuable. As you can see, some of these managerial attitudes are structured for success and others for failure. Although it is difficult to see ourselves as we really are, taking an honest look at ourselves can help sort out strengths and weaknesses.

Over time we probably show elements of each type of managerial attitude. However, one type will tend to be dominant. If you want to be successful in business in today’s environment, your managerial attitude needs to be dominated by planning and entrepreneurship.

Table 1. Summary of business attitudes.

Attitude	Business Environment	Response to Change	Taking Action (decisions)
Negative Attitude	Should be ignored	Change is bad	Is riskier than not taking action
Reactive Attitude	Is too complex to understand	Change should be avoided	React to problems
Victim Attitude	Is controlled by others	Change brings threats	Blame others for bad decisions
Planning Attitude	Needs monitoring and analyzing	Change should be anticipated	Actions are the result of planning
Entrepreneurial Attitude	Requires proactive search for opportunities	Aggressively seek out change	Always ready to take action