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The "Different Perspectives" Newsletter

It can be fun to step back and look at the world from a different angle. Here, we step back and look at commonly used words in business and life, ask a provocative question, and see what others are doing differently by applying a different lens on life. I hope you enjoy "Different Perspectives" and that you begin to step back when needed and observing what else is possible.

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Word Choices

Entrepreneur /ahn-truh-pruh-nur/, noun/verb. Def - a person who organizes and manages any enterprise, especially a business, usually with considerable initiative and risk.

I love working with entrepreneurs because they are creative, fun, gutsy, aggressive, and they think outside the box. However, I accepted this word as a pre-defined category of individuals in business as those who can't play in the corporate world or with rules and regulations that confined them. I think the interesting words to take a closer look at are the last few words of the definition above "...with considerable initiative and risk."

I have met and worked with many business owners, but not all of them tolerated risk well even though they had great initiative. Not all business owners are entrepreneurs and not all entrepreneurs are business owners. I have seen professionals who were really good at what they did suffer from what I call an "entrepreneurial seizure" where they wake up one day and think, "I can do this better on my own." or they want freedom and think "if I started my own business, I could do it my way." To do that takes incredible risk and initiative. Problems arise after a few years when they have created a

great business but find themselves surrounded by staff, new challenges they don't know what to do with, and suddenly the initiative to grow slows to a crawl and the risk tolerance disappears. I know, that was me.

Some of the best entrepreneurs that have become the most successful in business have a growth-mindset and they are quick decision-makers, especially when it comes to people, meaning hiring or firing. A growth-mindset is almost always looking for something more or something new. They see opportunity and they go for it. This is what I would call a typical entrepreneur.

Some small business owners may truly be entrepreneurs but because they haven't learned to let go of things, lack trust in the team around them, and have bad experiences that carry forward into current times, and they suddenly shift into the struggling solopreneur and now have a job instead of a business and they quickly lose the life that they dreamed of and struggle sets in.

Entrepreneurs love to create and constantly create. They love to take resources from a low productive state to a high productive state. They love to solve problems. They love a challenge. How do you show up in business and your life? As an entrepreneur or as a struggling solopreneur?

Question of the Week

1. What is your risk tolerance in life?
 2. If money and reputation were not a factor, what would you do with your life?
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Did You Know?

Entrepreneurs are an interesting bunch. Here are a few facts to consider.

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Thinking Outside the Box

I think the title of this box, "Thinking Outside the Box" is a perfect place to discuss entrepreneurs because that is exactly what it takes to innovate and make great things happen. So much of our daily life is there for us and came from entrepreneurs. Where would we be without Netflix? Maybe back in line at the video rental store picking out the next best movie vs streaming some of the greatest shows and movies out there. We also may not have things like aluminum foil, Gatorade, freeze-dried meals if it had not been for entrepreneurial thinking to get men to the moon.

I often find things that I use everyday and never really contemplate how it was created or even why it was created. For example, just about everything in our kitchen was created because someone said at one point, "I wish there was a way to easily do X (like flipping pancakes on a griddle)." Well, the spatula was born out of that idea.

Take a moment and pause to reflect on the thing you are reading this newsletter on and consider why it was created and what problem it was intending to solve.



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