

THE TYREX LEARNING FOUNDATION

Learning in 3D while Visualizing the Future in 4D

LEADERSHIP ACADEMY

for Grades K-12
featuring 3D Printing



RecognizeGood®

in *Partnership*
with



TYREX

GROUP, LTD.

Fundamental Entrepreneurship

**A Professional Entrepreneurial Company's
Challenge In Creating & Defining
Its Business Purpose**

STREETSMART MBA®

Module A-11, Seq. #61 ✦ tyrexlearningfoundation.com

Fundamental Entrepreneurship

A Professional Entrepreneurial Company's Challenge in
Creating and Defining Its Business Purpose
A-11, Sequence #61

John Bosch, Jr.
Author, Serial Entrepreneur,
and Professional EntrepreneurSM
Coach & Mentor

The Professional Entrepreneur’s Challenge in Creating + Defining its Business Purpose

Copyright© 2017

Published in the United States of America 2017 by The TyRex Learning Foundation

ISBN 978-1-947371-03-3

The right of John Bosch, Jr., to be identified as Author of this Work is in accordance with the Copyright, Designs, and Patents Laws in the United States of America.

The right of Reina Wiatt to be identified as Co-author and Contributing Editor of this Work is in accordance with the Copyright, Designs, and Patents Laws in the United States of America.

Disclaimer of Liability:

The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused, or alleged to be caused, directly or indirectly by any information contained in these materials. Although this publication is designed to provide accurate information in regard to the subject matter covered, it is distributed with the understanding that the publisher is not engaged in rendering legal, accounting, or other professional services. If legal advice or other expert assistance is required, the services of a competent professional should be consulted.

The term “Mark” shall mean any registered or unregistered trademarks, service marks, logos, designs, trade names, and domain names, including but not limited to all registrations and/or registration application rights to prepare derivative marks and all rights in the United States and in all countries and territories worldwide and under any international convention. No Mark contained in this work may be used without the prior written permission of TyRex Group, Ltd.

All rights reserved. No part of this publication may be used or reproduced, stored in a retrieval system, transmitted in any form or by any means including but not limited to electronic, mechanical, photocopying, recording, or otherwise without the prior written permission of the publisher. Please purchase only authorized electronic editions, and do not participate in or encourage electronic piracy of copyrighted materials.

Staff:

Judy Rock – Executive Administrator

Karolyn Knaack – Legal Consul

Henry Shepard – Editor

A Professional Entrepreneurial Company’s Challenge in Creating and Defining Its Business Purpose

A-11, Sequence #61

Latest Update: 2/19/19

Table of Contents

Clarify Your TyRex Business Purpose	iv
A Coach’s Story	v
TyRex Truths	vii
Why Take This TEi Module?.....	vii
Chapter 1: The Module’s Overview.....	1
Chapter 2: Sourcing the Company’s Entrepreneurial Business Purpose.....	2
Chapter 3: A Family of Entrepreneurs with Common Cause + United Purpose = Mission....	6
Chapter 4: The Need to Source, Design, Define, and Understand the Business Purpose.....	9
Chapter 5: Sourcing the “Soul” of the Company’s Business Purpose	10
Chapter 6: The Need to Clearly Articulate, Define, and Vocalize Your Business Quest.....	13
Chapter 7: Defining the Business Architecture.....	15
Chapter 8: The Role of Leadership.....	17
Chapter 9: The Power of Purpose	18
Chapter 10: TyRex’s “Diamond Disciplines”	19
Chapter 11: The Structural Supports: Balance, Definition, and Clarity	23
Chapter 12: The Role of Professional Entrepreneurs	26
Chapter 13: The Need for “Balance”	27
Chapter 14: The Building Blocks of a Company of Significance and Substance	29
Chapter 15: The “Energy of One”.....	32
Appendix	33

Preface

Clarify Your TyRex Business Purpose

A business's purpose creates its passion.

This passion announces the reason for the business's existence.

In start-up companies, the business's reason to exist directs its employees' ambition, energy, and determination. The will to survive, and then to flourish will assist the business to ultimately reach its successful destination.

John Bosch, Jr.
Principal & Partner, Business Coach
TyRex Group, Ltd.

Complete the following:

My personal business purpose is:

My entity's business purpose is:

I believe TyRex Leadership Coach John Bosch's business purpose is:

TyRex's business purpose: To source TyRex Leaders who transform into individuals who can conceptualize and create a **large, inspiring** vision and **share** the success of this vision with others.

Why not create a business that has a United Purpose (i.e. Significance, Meaning, or Values with Resolutions)? A company that strives for a long-term business life (Longevity) sources its resolve from its business family of employees. A business entity united by the presence of its people and aligned with its stated purpose will propel forward by the consolidation of its collective energies.

John Bosch, Jr.
Principal & Partner, Business Coach
TyRex Group, Ltd.

A Coach's Story

“The Need for Significance, Purpose, Meaning, and Longevity
in One's Personal Life”

Growing up in Kansas in the '50s and '60s, I was educated in values by my parents. Values such as hard work for an honest day's pay, to always practice honesty in relationships with others, to always maintain a strong sense of self-worth by working hard and keeping a high standard of integrity, etc.

As important as these underlying values were, my parents never really provided me with a strong sense of my life's direction, purpose, and meaning. By default, these somewhat important, if not crucial, questions became my own responsibility. So, in a biblical sense, I mirrored Moses searching for my purpose and meaning in life, trying to determine my own personal significance by traveling around in what seemed to be the same circle.



Either by (choose one) divine intervention, fate, blind luck, or the cosmic randomness of chaotic events and 25 years removed from the starting line, I began to find my personal significance in the world ... teaching entrepreneurial business skills to professionals with a passion and desire to own and run their own start-up entrepreneurial business.

My personal significance became the teaching of those individuals who have the ability to dare to dream large and then create an Inspired Vision. People who are willing to share their Dreams with others and become responsible for providing the leadership, especially the sales leadership, to succeed in entrepreneurial businesses as the leader of a group of committed, determined individuals united behind an entrepreneurial business purpose and sense of determined mission.

My personal **business purpose** was soon defined with the introduction of the TyRex Entrepreneurial Institute (TEi) with its Streetsmart MBASM program, along with the TyRex

Leadership Program designed to educate and train Professional Entrepreneurs. Relationships provided the key ingredient for adding meaning to the personal side of my entrepreneurial business life.

TyRex and the TyRex Learning Foundation became the business instruments that provided the vessel to travel the turbulent waters of entrepreneurial business cycles moving forward toward a business **longevity** complimented by an informative communications delivery system, thus fulfilling my personal, inspired, and shared dream.

Bringing meaning to your personal business life is very important. From my personal experiences, defining the meaning and purpose in my individual business life becomes very important and provides motivational energy to engage the business world every day.



Understanding one's significance and purpose in business becomes the strongest possible rudder that will successfully steer one's personal journey toward its final successful destiny.

TyRex Truths

TyRex Truths are not thought to be self-evident, but rather insightful pieces of knowledge that hold truths about entrepreneurial business management. In essence, they are the “teaching points” of each specific TyRex Entrepreneurial Institute’s Entrepreneurial Financial Partnering module.

The following are the TyRex Truths or TEi Professional Entrepreneurial teaching points for *A Professional Entrepreneurial Company’s Challenge in Creating and Defining Its Business Purpose*, A-11.

- Creating the professional entrepreneurial company’s purpose (i.e., significance, meaning, values with resolution) promotes a long business life (longevity) and gives an identity to its entrepreneurial spirit.
- An entrepreneurial business entity united by the presence of its people, aligned behind its business purpose, and thus propelled forward by the consolidation of its energies will be successful in achieving a long business life.
- A family of entrepreneurial people with common cause and united purpose = mission.
- There is a strong need for family balance to support the framework and structure of a professional entrepreneurial business entity and its business purpose.
- An entrepreneurial company’s significance, meaning, and values (i.e., its business purpose) can stimulate a Professional Entrepreneur’s leadership abilities and source the heart of their entrepreneurial courage.

Why Take This TEi Module?

1. Learn the value of establishing an entrepreneurial company’s business purpose as it relates to a company’s longevity and extended business life.
2. Learn the techniques of defining and giving identity to an entrepreneurial company’s business “spirit.”
3. Develop an understanding for the power behind consolidating the entrepreneurial company’s collective energies, then focusing these consolidated energies toward the entity’s future.
4. Learn the concept and entrepreneurial business principles behind the following: A family of entrepreneurial people with common cause and united purpose = mission.
5. Understand why an entrepreneurial company’s significance, meaning, and values (i.e., its business purpose) can stimulate the Professional Entrepreneur’s® leadership abilities and source the heart of their entrepreneurial courage.
6. This module attempts to show the connection and connectivity between the development of the Professional Entrepreneur’s® large, inspiring, and shared vision with the simultaneous development and consolidation of the entrepreneurial company’s energy along with the alignment of its people, resulting in a unified business mission of longevity, prosperity, and purpose.

Chapter 1: The Module's Overview

“Creating a company of **Significance.**”

Webster's Dictionary defines **significance** as “the quality of being important.”

The challenge to define the essence of an entrepreneurial company's business purpose becomes an awe-inspiring task. However, what is important is to take the first step and engage in the process of defining the entity's business purpose. It may seem like searching for a needle in a haystack, but if you believe the possibility exists and can make an unconditional commitment to the professional entrepreneurial journey, possibilities that one can only imagine can subsequently turn into probabilities, and then into the resolutions necessary to achieve entrepreneurial business success and become **SPECIAL**.

A Short Visit and Conversation with a Ghostly “Entrepreneurial Spirit”

Question: Does the opportunity to create and define a Professional Entrepreneurial business purpose exist?

“E” Spirit's Answer: **Yes**

Question: Is it easy to discover?

“E” Spirit's Answer: **No**

Question: Is it important that I discover my Professional Entrepreneurial business purpose?

“E” Spirit's Answer: **Yes, if your intention is to create longevity by conceptualizing a large, inspiring, and shared vision.**

Question: Do I need to discover my business purpose right away?

“E” Spirit's Answer: **No, but it is important to begin the search immediately.**

Question: How should I go about creating and defining my company's business purpose?

“E” Spirit's Answer: **The answer to this question is to ask yourself what business cause and purpose would be sufficiently inspiring for you to approach work each morning with the enthusiasm of a _____ (blank) _____, the excitement of a _____ (blank) _____, the sense of responsibility of a _____ (blank) _____, and sourcing the sense of leadership (especially sales leadership) necessary to unite and lead a committed family of shared visionaries.**

There is a real sense of importance in reaching out to the professional entrepreneur candidate in an entrepreneurial company's challenge in creating and defining its business purpose. This module illuminates the essence of TyRex's Entrepreneurial Institute's professional entrepreneurship with the following statement:

If a leader with both professional and entrepreneurial capabilities can source the building blocks of significance and substance that form the foundation for the company's business purpose, a business purpose can then consolidate the will of many into an "energy of one" with the resolutions to become **SPECIAL** ... then the rest is just mechanics!

This module attempts to show the connection and connectivity between the development of the Professional Entrepreneur's large, inspiring, and shared vision with the simultaneous development of the company's energy and the alignment of its people, resulting in a unified business mission of longevity, prosperity, and purpose.

A Professional Entrepreneur must source their large, inspiring, and shared vision and define the building blocks of significance and substance that form the foundation of the company's business purpose in order to pursue becoming **SPECIAL** and not just settling for being successful.

Chapter 2: Sourcing the Company's Entrepreneurial Business Purpose

In order for a company to secure longevity, it must first unite and excite its entrepreneurial-spirited family of people who possess and accumulate a variety of talents and business capabilities, thus becoming deeply connected by common cause and purpose, willing to stand firm together and establish their business and community presence.

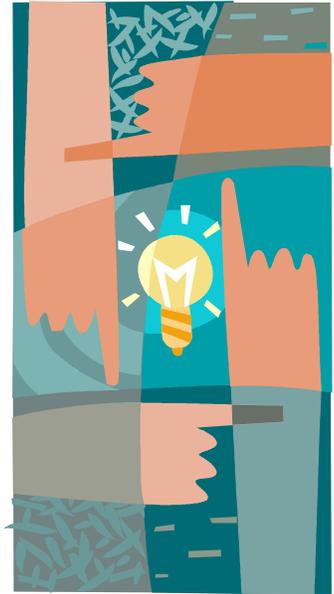
John Bosch, Jr.
Principal & Partner, Business Coach
TyRex Group, Ltd.

Forming the Committee to Search and Seek the Clarity of the Professional Entrepreneurial Company's Mission

The committee to search and seek the clarity of the company's mission begins with the individual Professional Entrepreneur. In most cases, the company's mission is usually found in the heart and soul of the Leader. However, other members of the team should be invited to participate in clarifying as well as energizing the company's mission.

It is not uncommon for the entity's Professional Entrepreneurial Leader to seek guidance from the entity's Professional Entrepreneurial Candidate's coaches and mentors. These individuals, given their wealth of knowledge and experience, can be of invaluable assistance in providing insight into the particular industry, market, or business structure as related to the company's business mission.

Other sources of support can come from the candidate's non-business personal coaches and mentors, such as family members, friends, business associates, etc., but ultimately the clarity of the candidate's mission must reside in the brave heart of the individual, establishing the entity's sales and marketing leadership. At times, it may seem to be a lonely responsibility, becoming accountable for the entity's significance, meaning, and value, i.e., its business purpose.



A Litany of Dedications for an Entrepreneurial Company with a Family of Employees Searching for a Business Purpose that Matters

The List and Litany of Dedications

1. A Dedication to Common Cause
2. A Dedication to “Things” That Truly Matter
3. A Dedication to the Entire Professional Entrepreneur’s Collective Business Family
4. A Dedication to Each Member of the Entire Entrepreneurial TEAM, Individually
5. A Dedication to the Multiple Relationships Consisting of Customers, Vendors, and Surrounding Communities

Everyone in a purposeful entrepreneurial company matters. The one thing that all prisoners in U.S. penitentiaries have in common is that at one time in their lifetime they believed their lives had no purpose and didn’t matter.

From a conversation with David Armistead
Friend of TyRex
July 2003

How you reach, recite, and connect every member of your Professional Entrepreneurial TEAM to your personal and entrepreneurial entity’s purpose achieving common cause with aligned vision and mission becomes the greatest challenge and the most fundamental determinant of ultimate business success. In a TyRex Professional Entrepreneurial company, every member of the entrepreneurial team matters and can make a difference. However, every person in the organization must bring his or her own significance, meaning, and value to the team and enjoin himself or herself to the entrepreneurial entity. Additionally, it is important they’re encouraged by strong, inspiring leadership. It is important the entrepreneurial entity’s leadership be committed to the litany of dedications above.

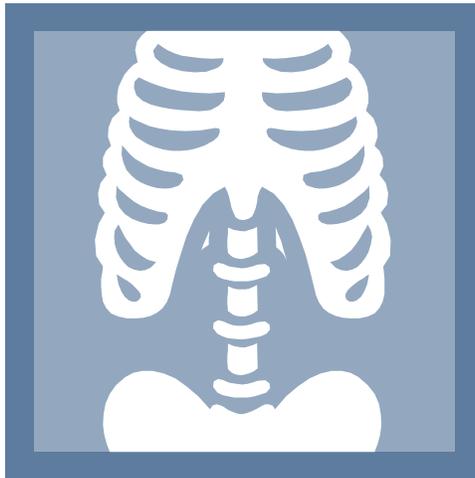
John Bosch, Jr.
Principal & Partner, Business Coach
TyRex Group, Ltd.

Professional entrepreneurial businesses find their soul and support in the litany of dedications above, especially when echoed by their employees. Recently, an employee of one of the TyRex Technology companies (SabeRex’s Electronics Division) self-described their role in the organization as the entrepreneurial company’s **RIBS**. In essence, as an anatomy analogy, they were the support structure that protected the entity’s heart, supported its brains, and housed the vital organs that communicated with the entity’s functional extremities. Two things became extremely clear about the RIBS. First, they knew their role in the entity was important and second, they knew in detail the exact nature of their role and responsibilities.

How Important Is It to Search for and Source the Company's Business Purpose?

The answer to the above question is “very important.” All businesses should search for and source their business purpose.

Companies seeking to establish their entrepreneurial business purpose subscribe to employee unity; these companies seek the “entrepreneurial spirit” of their employees. Professional Entrepreneurial companies with Professional Entrepreneurial Leaders that seek to share their inspired vision must not only search for, but in fact source, their company's business purpose and locate it within their heart to secure the support, commitment, and shared vision of the company's RIBS.



The **R**esponsible
I**I**ndividuals
Bought Into Being
SPECIAL and Not Just Business Successful

Chapter 3: A Family of Entrepreneurs with Common Cause + United Purpose = Mission

A People United by Common Purpose ...

Webster's Dictionary defines **mission** as “a body of persons sent to perform a service or carry on an activity.”

Professional Entrepreneurs Begin the Search for Their Business Purpose with Their Entrepreneurial (1) Personal Family, (2) Business Family, and (3) Self

Most Professional Entrepreneurs do not begin their entrepreneurial journey with a well-defined business purpose. At best, they have a vague idea of what will ultimately be defined as their business purpose. Although logic would suggest that defining the business' purpose should be done well in advance and certainly prior to initiating the business entity, the reality, more often than not, is to begin the entrepreneurial journey without a well-defined business purpose.



For most Professional Entrepreneurs, the search for their business purpose begins with the conversations among several important groups, including their personal family and business families. However, at the heart of sourcing the business' purpose are the Professional Entrepreneurial Candidates themselves, as these individuals must understand the entrepreneurial company's business purpose while providing the business leadership and direction for their entire team.

TyRex's 21st Entrepreneurial Business Century Common Causes and Unity Definitions

The following is an example of common causes and unity definitions provided by TyRex's strategic vision and strategic positions.

TyRex's Strategic Vision Invites a Dedication to Common Cause

“Built to Last”
“Built to Work”
(Creates)
The Longevity –
(Which creates)

The Availability for our TyRex Business Family to Play in the Field of 21st Century
Technological Advances

TyRex's Strategic Positions Collectively Provide the Definition and Determination That Support its Strategic Vision, Giving Its People the Common Causes to Unite

1. Established a Group of Diverse Companies with TyRex Culture (Leadership Program)
2. Managed by Proven Professional Entrepreneurs (Certified Independent Professional Entrepreneurial Business Managers by TyRex's Entrepreneurial Institute)
3. Continuous Technology Innovation Network (Technology Interchange)
4. Continuous Technology Development and Processing Concept (Technology Incubator)
5. Full, Continuous Flow of Manufacturing Capabilities (TyRex Technology Family)
6. Global Manufacturing Availabilities (TyRex's Strategic Asian Partner - ACT)
7. North American and European Product Distribution and Product Return Services

TyRex's 21st Century Technology Partners

Seeking Corporate O.E.M. and Electronics Retailers as Strategic Market Partnerships

“Built to Last” ... “Built to Work”... “Built to Participate” ...
In the 21st Technological Century
... By Investing in Good People!

A Family of People with Common Cause and United Purpose = Mission

This simple statement of logic suggests that a family of people with a common cause and united purpose = mission. Therefore, the aspiring Professional Entrepreneurial Candidate who wishes to clarify and define their entrepreneurial company's mission should find the common causes that will excite and unite their entrepreneurial family of dedicated employees.

Not only is it important to have common causes shared by the Professional Entrepreneurial Candidate's business family, but it is important for these common causes to be summarized and clarified in the entrepreneurial company's business purpose. Furthermore, it is not only important to have common causes and clarified purpose, but it is equally important that the aspiring Professional Entrepreneurial Candidate become the caretaker for the entrepreneurial company's family, its common causes, and its united purpose. By doing so, the Professional Entrepreneur can provide the direction of their collective mission, the leadership (especially the sales leadership) of their elected cause, while becoming the source of the team's collective courage of their convictions.



Chapter 4: The Need to Source, Design, Define, and Understand the Business Purpose

In Andrew Cooper's TyRex, the company's business purpose is to build a company so strong and so successful, that it survives for 50 years, a company where people can come and grow, no matter the race, creed, color, or gender.

Professional entrepreneurial companies that are committed to longevity find it a necessity to source a strong and lasting business purpose. There is a high correlation between the strength of the business purpose and the length and amount of endurance the entity's families are willing to endure.

A Professional Entrepreneurial Company's Commitment to Longevity Provides Not Only the Opportunity but the Necessity to Source Its Business Purpose

A company's commitment to longevity makes it essential that he or she source and describe his or her business purpose. Longevity in companies can only be attained with a strong and lasting commitment from the Professional Entrepreneurial Candidate's business and personal families.

The longer the commitment to the company's ongoing viability, the stronger its business purpose must become to unite cause and commitment qualities that underscore the continuity of the entity's family of dedicated employees.

Core Strategies Can Ensure Long-Term Success

Professional entrepreneurial companies committed to longevity with the desire to become **SPECIAL** can pursue these lofty goals and objectives by defining important core strategies and taking strategic business and market positions, core strategies and strategic positions that stand above the cluttered environment of a competitive field of business challenges.

Professional entrepreneurial leadership's primary job responsibility is to conceive these core strategies and develop the strategic business and market positions the entity must take in order to continue their successful entrepreneurial journey, moving ever onward toward their ultimate dream and shared company objectives.

Chapter 5: Sourcing the “Soul” of the Company’s Business Purpose

Once you source the “soul” of an entrepreneurial company, you will soon find your way to its “heart, its people’s spirit, and its energy source.”

John Bosch, Jr.
Principal & Partner, Business Coach
TyRex Group, Ltd.

Companies As Well As Its Individuals Should Find the Purpose of Their Business in Their Entrepreneurial Journey

- ✓ Culture
- ✓ Values
- ✓ Business Direction
- ✓ Shared Dreams and Inspired Vision Provided by its Entrepreneurial Leadership

Both companies and its individuals need to find the purpose of their business in the entrepreneurial journey itself. Both the company and its individuals need to know that they can make a difference in their business world and the world that surrounds their entrepreneurial business. This belief is the source of the genesis of TyRex’s Leadership Program, which seeks to find professional, trainable individuals with an entrepreneurial spirit who can cause and create a large, shared, and inspiring vision, i.e., the ability to lead and make a difference in the lives of a large number of people and the communities they live in.

However, it is important that each individual in the company know that by contributing their energies to this entity’s business purpose, they individually and collectively can make a difference. Each individual in a company has a well-defined business role with specific responsibilities and purpose. Each individual with an individual voice can make a difference in the business world collectively with strong leadership.

I am reminded of two old stories that illustrate these points. First, there is a story about a young girl who was walking on the beach in an area where, due to a cruel act of nature, thousands and thousands of starfish had washed up on the beach. Without intervention, these starfish would have been left to die as the tide rolled out and left them stranded on the beach. The young girl began throwing as many of the starfish back to the sea as she could.



“Why are you doing this?” her companion asked. As there were thousands and thousands, the task seemed hopeless. “In the big scheme of things, could you really make a difference?”

The young girl replied, “To the starfish I just threw back, it makes all the difference in the world.”

The other story I am reminded of is about a janitor who was doing his duty cleaning one of the buildings at the NASA facilities in South Texas. When his supervisor walked by and asked the individual what he was doing, the janitor’s reply was, “Why I’m putting an astronaut on the moon.” Clearly, this individual was given the foresight to understand the linkage between his job as a janitor with, a clean restroom, and the ultimate unified business purpose of NASA, which at that time was putting an astronaut on the moon.

It is important to get the message that individuals, as well as PE companies, can find their business purpose in their entrepreneurial journey.

The Heart and Soul of a Professional Entrepreneurial Company is in the “Spirit” of its People

The substance of a professional entrepreneurial company which has developed and created the clarity of its business purpose is located in the heart and soul of its people. This substance can ultimately be identified in the spirit exemplified by these entrepreneurially inspired and united people.

The spirit of the people in entrepreneurially inspired companies connects to the collective hearts and souls of its entrepreneurially inspired people. The spirit, or “mojo,” of a Professional Entrepreneurial company is a collective energy of that entrepreneurial company. The leadership is responsible for collecting, understanding, and focusing this energy while directing the consolidated energy toward future business objections that matter most.

Living and Breathing the Entrepreneurial Company's Values

It is my opinion that professional entrepreneurial companies, at least in their early stages, should be filled with individuals that have the ability to live and breathe the entrepreneurial company's values. The number of collective energies its people are willing to generate and give to the entity, many times, determines entrepreneurial company success. This energy is especially true in times of economic recession or during times that entrepreneurial companies are under considerable financial stress. When the employees of a company establish a strong connection to the entity's business purpose, understand its mission, and are willing to be lead by its inspired entrepreneurial leadership, significantly more energy can be collected, generated, and then focused toward the issues that matter most concerning the entity's viability and the ongoing mission of the company.



The Soul of the Entrepreneurial Company Has Many Functions and Offers Many Provisions

As I have alluded to earlier, the company's business purpose can be sourced to its heart and soul, creating the spirit of the entrepreneurial company. Sourcing the soul of a company that has established its business purpose, defined its mission, and has a commitment to its leadership offers many functional opportunities for the aspiring Professional Entrepreneur but must come with a great sense of entrepreneurial leadership responsibilities.

The soul of the company is responsible for filtering the many requests placed upon the company's limited resources. Many of these requests are simply distractions, not related to the entity's business purpose, or are not in sync with the entity's specific directions, strategies, or strategic positions that conform to the entity's mission. The leadership of the company separates distraction from attraction as they relate to the entity's purpose, mission, core strategies, strategic positions, etc.

Chapter 6: The Need to Clearly Articulate, Define, and Vocalize Your Business Quest

The TyRex Entrepreneurial Institute defines **business quest** as an adventure, an expedition, a search for the business truth found within the heart and soul of the professional entrepreneurial company that has defined its purpose, clarified its mission, and established its leaders.

When Articulating the Professional Entrepreneurial Company's Business Quests That Matter, Speak from the Heart

Professional entrepreneurial leadership is more about telling the company's story than it is about professional articulation. When articulating the company's business quests, simply speak from the heart and speak the truth. The genuine tenor of the Professional Entrepreneurial Leader and Business Manager will convey the truth about the company.



Most Professional Entrepreneurial Business Managers will find that professional articulation will come in time. Professional articulation, in many cases, is simply a repackaging of the many truths connected to the company. By reciting time after time the truths about the Professional Entrepreneurial Business Manager's company, the individual eventually finds the ability to repackage these truths into presentations that are concise and specifically apply to the particular business situation at hand.

Provide Clarity in Describing the Business Quest of Your Entrepreneurial Company

In describing the business quest of your entrepreneurial company, it is important for the Professional Entrepreneur to be precise in the descriptions related to the business quest and to paint a picture of complete clarity when presenting these descriptions.



In describing the business quest of the company, providing general or overall clarity is as essential as presenting the specific action items in the business quest themselves.

Finding Real Purpose, Meaning, and Value in Your Business Quest Promotes and Underscores the Professional Entrepreneur's Leadership Commitment

It is important for the Professional Entrepreneurial Business Manager to find real purpose, meaning, and value in their business quest or entrepreneurial journey. Although there are many reasons for the Professional Entrepreneurial Business Manager to source the purpose, meaning, and value of their business quest, it is most important as it relates to their commitments.

Professional entrepreneurial leadership commitments take a great deal of energy, stamina, and courage. It is also important for Professional Entrepreneurial Leaders to exhibit consistent and continuous positions of commitment related to the entrepreneurial company's business purpose, meaning, and value. Therefore, the more the Professional Entrepreneurial Business Manager can source in their heart and soul the commitment and conviction of its business purpose and be able to relate these company characteristics through its leadership to its business family, the better the connection between the entity's business purpose and the spirit of its entrepreneurial business family. Additionally, the Professional Entrepreneurial Business Manager will find their ability to stand firm during times of business uncertainty.

Chapter 7: Defining the Business Architecture

Webster's Dictionary defines **purpose** as “something set up as an object or end to be attained: intention,” a “resolution,” and “determination.”

A company's guiding principles establish the company's values that develop and define the foundation for the company's business purpose to stand on.

Guiding Principles → Company Values → The Foundation for the Company's Business Purpose

The company's business purpose must have a strong foundation. This foundation is found in the company's values, which are defined and clarified by its guiding principles.

A company's guiding principles create a framework for establishing its company's values, which provide the foundation for the company's business purpose. As part of the business architecture to determine the company's business purpose and meaning, it is important to provide a clear definition of each employee's job responsibility. Defining each entity's employee job responsibility assists in determining and defining the employee's role and areas of importance. It is also important in describing to the employee their meaning and relationship to their business family, and it also assists in creating the employee's true business value in themselves, to their business family, and carries over to their personal family as well.

A Clear Definition of Each Employee's Job Responsibility in the Professional Entrepreneurial Company's Business Quest Defines the Employee's Importance, Describes Their Meaning, and Creates Their True Business Value to the Entrepreneurial Mission

In an entrepreneurial company, the connectivity of its people can be traced through the connecting roles and responsibilities as described in each individual employee job responsibility and description.

The collective set of defined employee job descriptions provide genuine clarity of the entrepreneurial company's business quest. Additionally, this genuine clarity of individual duty and responsibility defines each employee's importance, describes their individual significance and meaning, and underlines their true value to the mission.

The Professional Entrepreneurial Business Plan Provides the Clarity of Vision Along with the Credibility Found in the Business Plan's Structural Details

Another element in defining the business architecture necessary to define the company's business purpose and meaning is found in the business plan. The business plan, when properly composed, provides clarity along with the credibility of accomplishment that is found in the structural details of the plan itself.

Defining the business architecture to determine a business' purpose and meaning is a critical function. This chapter covers three of the primary areas related to business architecture. There are many ways to develop the business architecture to support the determination of the company's business purpose. Establishing guiding principles and company values coupled with providing employees specific direction as defined within the entity's business plan is an excellent way to begin developing the business structure and architecture for determining the entrepreneurial company's business purpose and meaning.

Chapter 8: The Role of Leadership

It is okay for the Professional Entrepreneur to voice their absolute resolve loudly as a way to support their professional entrepreneurial company's business purpose.

John Bosch, Jr.
Principal & Partner, Business Coach
TyRex Group, Ltd.



When it comes time to vocalize the company's business purpose, it is quite acceptable for the company's leadership to speak loud, often, and with clear, concise articulation.

The Message of Purpose, Meaning, and Company Values is Sourced and Clarified by the Entity's Professional Entrepreneurial Leadership

Recite the message of purpose, meaning, and company values quite often to the Professional Entrepreneur's Business Manager's business family. The professional entrepreneurial leadership should not only develop a frequency of reciting this message but a consistency in the message itself, as it relates to the entity's business purpose and meaning, as well as articulating its company values. For it is the frequency and consistency of the message contained in the company's business purpose that the entity finds comfort for their multiple, sustainable relationships; i.e., customers, vendors, employees, and surrounding communities. The comfort is knowing the commitment to cause remains within the hearts of the entrepreneurial entity's leadership.

Chapter 9: Purpose Consolidates the Company's Energy and Aligns the Company's Resolve

Webster's Dictionary defines **resolution** as “something that is resolved,” a “firmness of resolve,” and a “formal expression of opinion, will, or intent.”

Purpose is important to the psyche and soul of the company. It provides the reason for every member of the Professional Entrepreneurial Family to find their internal strength and directly focus it at the company's resolve. Validation of purpose is essential to not only the company's longevity but its viability and ability to exist as well.

The Validation of Purpose = Dream Alignment and Shared Vision **Energy Consolidation**

It is not only important to define and clarify the company's business purpose, but it is also essential to validate the company's business purpose.

The validation of the company's business purpose comes in many forms. It begins with the business plan, where clarity and detail regarding the entity's various development stages (benchmarks) along its entrepreneurial journey are provided. It is the logic of these various connecting development stages where one successful stage creates the foundation for the next development stage.

Other areas of validation include the consistency of small day-to-day successes that feed into the bigger picture of success, especially those successes that relate and connect to anticipated results established in the entity's business plan.

Other areas of validation are sourced from related events or related entities, such as customers, vendors, or members of the surrounding community.

It is important to understand and conceptualize that the validation of purpose equals dream alignment and shared vision/energy consolidation. The validation of the company's business purpose establishes and crystallizes the business entity's collective family dream alignment, its collective shared vision, and its collective consolidation of energy so necessary to achieve the results necessary to not only be successful but **SPECIAL**.

Chapter 10: TyRex's "Diamond Disciplines"

TyRex's Diamond Disciplines philosophy is at the heart and soul of its business purpose. TyRex's Diamond Disciplines play a major role in establishing the company values which are the platform and foundation that the company's business purpose rests on.

The Diamond Disciplines are:

1. Prosperity to Longevity

The TyRex Diamond Discipline concept begins with economic prosperity. Unfortunately, without economic prosperity, none of the other disciplines would receive merit or recognition. Economic prosperity provides the platform for sustainability and growth, and as a commitment to longevity ensures that the entrepreneurial company has a focus and concentration on its long-term economic prosperity.

2. Employee Well-Being

It is obvious that success for a company cannot advance to the level of "**SPECIAL**" without including its employees. Employee well-being programs acknowledge employee contributions and promote employee pride and workplace enjoyment, as well as celebrate the success of both the company and its people.

3. Community Citizenship

Community citizenship programs promote the elementary understanding of the concept of relationships.

If the entrepreneur cares for the communities in which their employees live, their employees will thrive and contribute more to the success of their company's Entrepreneurial Dream. The Dream Team must be a long-term responsible community resident, not merely a business renter passing through its communities.

4. Entrepreneurship (at all levels)

Entrepreneurship blends passion, desire and technical ability with speed, flexibility and creativity, all characteristics necessary to be successful in the 21st Business Century, and to go on to create a **SPECIAL** entity as a Professional Entrepreneur in the ever-increasingly competitive global markets.

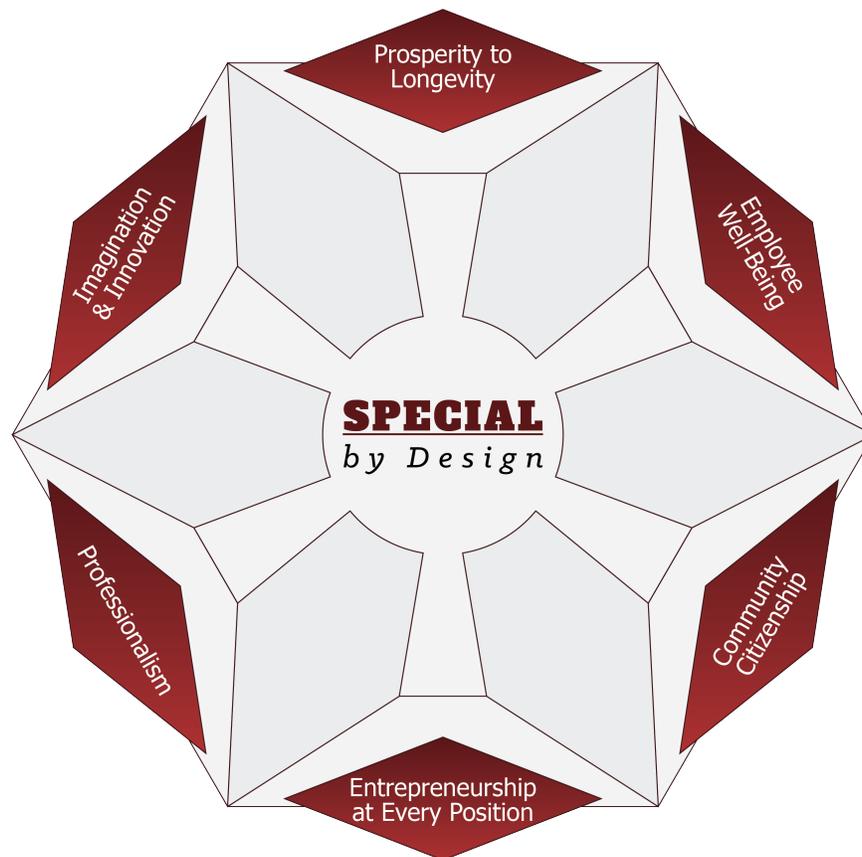
5. Professionalism

Professionalism is the striving to reach the highest level of performance in technical and ethical standards. It enables the entrepreneur to provide truly outstanding service to their vertical and horizontal business partners, and especially to their customers.

6. Imaginations and Innovation

Creativity, problem solving, efficiency, and the utilization tools of new technologies are the imaginative ways to increase company revenues, cost-reduction ideas, better customer service ideas that are generated by each employee of a Professional Entrepreneurial company and team members.

TYREX DIAMOND DISCIPLINES



To achieve the status of both Successful and **SPECIAL**, TYREX must be fully committed and excel at all six TYREX Diamond Disciplines, which define and provide our Business Purpose.

“Built to Last”... “Built to Work”...
By Investing in Good People!

TyRex Culture – Sharing a Company Dream with Each Member of Its Entrepreneurial Family

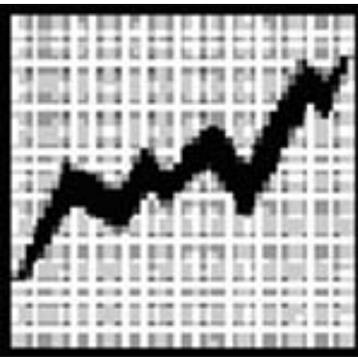
From the Professional Entrepreneurial entity's leader who possesses the ability to create the large, inspiring, and shared dreams resides a major strength of TyRex culture. For it is part of TyRex culture to offer each individual who by their own election decides to join the entity's entrepreneurial journey. Each member is provided the opportunity to personally and professionally grow along with his or her entity.

This TyRex culture of sharing the Professional Entrepreneurial Business Manager's dream with each member of the entrepreneurial family establishes an essential company value that supports every TyRex entity's business purpose.

Being SPECIAL, Not Just Successful!

*Achieving the element of financial success, although important, represents but a single element in the life and journey of a **SPECIAL** company.*

John Bosch, Jr.
Principal & Partner, Business Coach
TyRex Group, Ltd.



In order to achieve the element of longevity, companies must be prepared for both the peaks and valleys associated with entrepreneurial business cycles. Note that entrepreneurial business successes are never without interruptions, nor economic recessions a matter of eternity (although during the economic downturns many entrepreneurs believe this to be the case). Therefore, it becomes a matter of dealing with the peaks and valleys that define success and business longevity.

Note that seeking the status of **SPECIAL** and not just successful during times of fluctuating business cycles provides the traction and resiliency of companies to maintain a forward focus on their business quest, continuing their entrepreneurial journey over peaks and valleys while seeking their ultimate destiny, and/or their ultimate dream.

“Built to Last”... “Built to Work”... By Investing in Good People!

To develop the company's business purpose and to create the business entity's longevity necessary to reach the apex of their business' achievement, it is important to note that “Built to Last” is closely related to longevity while “Built to Work” closely relates to its business mission and customer services. Lastly, “Investing in Good People,” relates to the creation of the heart and soul of every successful business. Note that not only is it vital to invest in good

people, but to provide them with a true business purpose with their mission well-defined by a business plan. Entrepreneurial leadership becomes a necessity whose individual characteristics must source and connect to the passion, commitment, and beliefs of its TEAM.



Chapter 11: The Structural Supports: Balance, Definition, and Clarity

The structural supports of a company's business purpose include the balance, definition, and clarity found in the various positions and statements sourced below.

Examples included below are from TyRex's story of professional entrepreneurship. However, note that each entity should develop or modify its structural supports for their specific purpose as it relates to their particular business purpose.



Direction (TyRex Example)

TyRex seeks the direction and leadership in defining a new paradigm in global technology processing including continuous technology innovation, continuous technology processing, continuous technology transfer, and its alignment with global manufacturing O.E.M. technology partners.

Vision (TyRex Example)

To continue to promote TyRex's desire to be a Full Manufacturing Services Provider for the high-tech industry with world-class and worldwide procurement, manufacturing, and distribution capabilities.

To become the center of its customer, vendor, etc. Technology Partnerships: conceptualizing, developing, engineering, and manufacturing new technologies with speed, flexibility, and creativity.

To eventually become a technology provider servicing and distributing new products to a global market.

To develop new marketing outlets via new communication systems, creating innovative distribution channels for new technology ideas and products.

Mission Statement (TyRex Example)

The main objective of the TyRex Technology Family is to produce and distribute quality products and services to our expanding customer base and marketplaces on a global scale while exceeding the expectations of our internal and external customers.

Guiding Principles (TyRex Example)

- TyRex aspires to be **SPECIAL**, not just successful!
- Good people are our most valuable asset.
- Individual employee well-being is a company commitment.
- Employee job satisfaction is a stated company objective.
- Positive employee attitudes affirm and validate the company's culture.
- We believe that our collective success is achieved through the self-fulfillment of our people, both on the job and in our communities.
- We believe our customers have the right to be satisfied in all interactions with our people and our company. We stand behind our services and listen closely to our customers' needs.
- As corporate partners, we focus on continually improving the quality of our products and services.
- We are responsible corporate citizens for our communities. We believe that we must improve the communities in which we reside and our employees live in to achieve our ultimate business goals.
- We are a company whose multiple, sustainable relationships fortify its foundation strength.
- We are a group of visionary individuals destined and determined to make a difference in the world we live, now and for our children's generation.
- We maintain vigilance over our long-term viability through sound business practices. We are committed to profitability, controlled growth, and monitoring and understanding the ever-changing global business environment.
- We are committed to connecting every temporary and permanent TyRex employee to our Entrepreneurial Family Relationship Culture and ultimate company success.

Operational Formula for Success (TyRex Example)

Numerous operational formulas can be selected for creating the success of a company. In the case of TyRex, the company has created five primary areas related to its operational formula for success.

(1) Stability (i.e., Foundation) – Professional Entrepreneurial Business Managers and aspiring Professional Entrepreneurial Candidates are encouraged by TyRex to maintain a focus on their entity's stability, i.e. their foundation. The purpose of maintaining a focus on their business entity's foundation is a direct link to TyRex's stated objective of longevity, therefore its business purposes. The commitment to foundation allows the entity to be a functional, operating entity over an extended period of time, hopefully, a sufficiently long period, allowing the entity to source and succeed at its major business objectives.

(2) Flexibility – It has been stated many times in TyRex’s position statements that developments and advancements in technologies have required most businesses to take on more entrepreneurial characteristics, especially those related to flexibility. TyRex believes that individuals within companies, as well as the entity itself, must subscribe to the concept of greater individual bandwidth in the products and services produced as well as vertical flexibilities related to supply chain management.

(3) Creativity – Creativity refers to the ability of entrepreneurial companies with professional management who have the ability to create a business where no business opportunity previously existed. This capability is primarily related to the ability to problem solve customer issues and create value for customers in their own pursuit of business viability and economic growth.

(4) Multiple, Sustainable Relationships – TyRex’s structural foundation is anchored by its multiple, sustainable relationships. Multiple, sustainable relationships refer to relationships with customers, vendors, employees, and the surrounding communities. The ability to sustain these relationships adds credibility to TyRex’s longevity commitment.

(5) Business with an Owner’s Commitment – TyRex’s business and cultural objective is to create multiple levels of owner’s commitment within their entities. TyRex’s stated objective is to ultimately have every employee conceptually relate every business activity to the success of their customer. This objective can only be achieved by implementing a cultural ownership commitment throughout the organization.

The Value of Multiple, Sustainable Relationships

The value of multiple, sustainable relationships among entities cannot be overemphasized. It is an essential piece of one of the most important structural supports related to the company’s business purpose.

Many, if not most, Professional Entrepreneurial Business Managers miss the connection and connectivity between multiple, sustainable relationships with customers, vendors, employees, and their surrounding communities to their business purpose. Essentially, all the company’s structural supports, company values, and business foundation elements can be sourced directly to individual and/or collective multiple, sustainable relationships with customers, vendors, employees, and surrounding communities.

The value of multiple, sustainable relationships create one or more of the structural supports that support the company’s business purpose. This particular structural support must also be integrated with the entity’s balance, definition, and clarity. Each of the structural supports, and particularly the structural support of multiple, sustainable relationships, must be addressed concerning their selected positions of supporting the entrepreneurial company’s business purpose. Additionally, each relationship must be addressed with proper care and

attention and carefully placed in its precise position in the overall structural support scheme or diagram.

Chapter 12: The Role of Professional Entrepreneurs

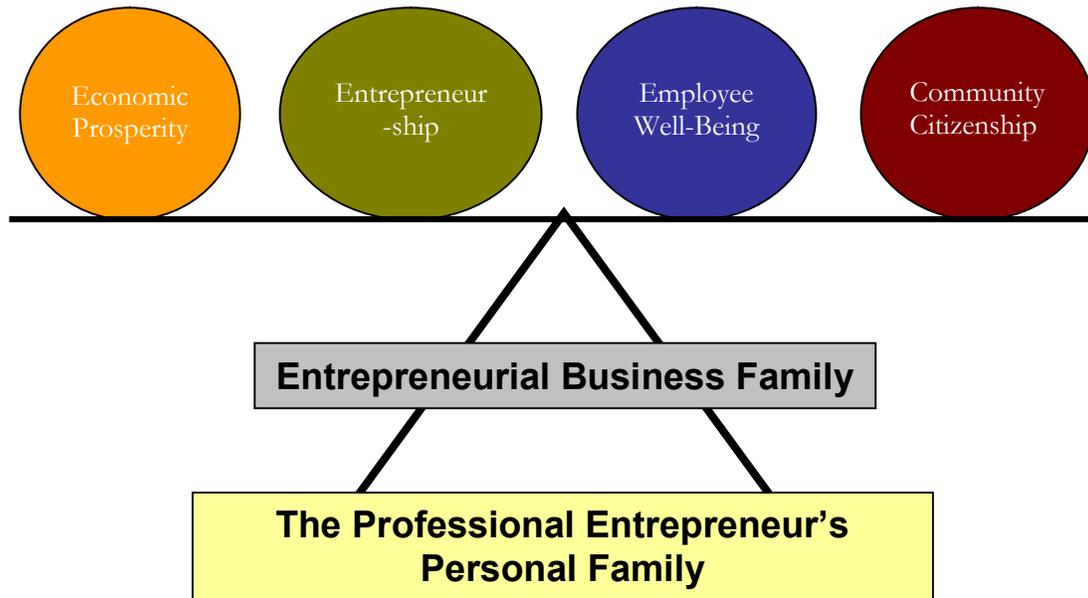
It is always important when addressing Professional Entrepreneurial Business Managers and Professional Entrepreneurial Business Managerial Candidates that they understand their role and responsibilities about their leadership abilities and the courage they need to source and then develop their out-front leadership position in their entity.

It is of the utmost importance that these individuals capitalize on their leadership abilities and source the entrepreneurial courage of their convictions to relate to their entrepreneurial family and engage in their entrepreneurial journey connecting their inspired, shared vision with their company's business purpose.



The elevation of this role and responsibility of the Professional Entrepreneurial Business Manager places them with the unique opportunity to view burgeoning business opportunities far in advance of their competitors, providing an invaluable resource for the members of their entrepreneurial family. With this special viewing comes the responsibility of preparing the detailed roadmap, developing the core strategies, and conceptualizing the strategic positions that best position the entity with the best opportunities and abilities to exploit new and exciting business opportunities.

Chapter 13: The Need for “Balance”



The Need for Balance in a Professional Entrepreneurial Company’s Business Purpose to Become SPECIAL

Balance in a Professional Entrepreneurial company comes in several forms. First, there must be a balance among its core values. Second, its core values must be properly balanced above and with consideration to the entity’s business family interests. Finally, the scales that represent the company’s business purpose balance must rest on a foundation that relates to the interests and needs of the Professional Entrepreneur’s family.

The Need for Balance among the Professional Entrepreneurial Business Family Members

A professional entrepreneurial company’s business purpose combined with its entrepreneurial business family support must include the support of their personal families to create balance within the entrepreneurial entity’s business purpose, or the company’s mission will ultimately end in empty promises and defeat.

John Bosch, Jr.
Principal & Partner, Business Coach
TyRex Group, Ltd.

The Professional Entrepreneurial Business Manager must maintain ongoing communications with the members of their entrepreneurial business family. Additionally, the Professional Entrepreneurial Business Manager needs to understand and continuously monitor the overall culture, commitment, and connectivity between the entrepreneurial entity’s family of dedicated employees and the entrepreneurial entity’s business purpose, its mission, and its directives. The Professional Entrepreneurial Business Manager must evaluate and assess the collective energies of the entrepreneurial business family. The near-term challenges, the

entrepreneurial entity's goals and objectives, along with its near-term business development stages need to be within the realm and reach of the collective efforts of the Professional Entrepreneurial business family.

The Professional Entrepreneurial Business Management Leadership must understand the reachability of its collective entrepreneurial entity members and relate their capabilities with a number of resources available to support the entrepreneurial team's effort.

The Need for Balance in the Professional Entrepreneur's® Personal Family Life Comes First

Without the solid commitment of the Professional Entrepreneur's family, there would be no foundation for the Professional Entrepreneur to establish their entity. Entrepreneurial company values, meanings, and purposes are void of substance when the underlying foundation of the Professional Entrepreneur is without the solid support and commitment of their personal family.

Therefore, although it would appear to be self-evident, it is often ignored; **the #1 truth in Professional Entrepreneurial companies is that their personal families must come first.** Any entrepreneurial victory at the expense of one's personal family life will be short-lived and lack true meaning and value.



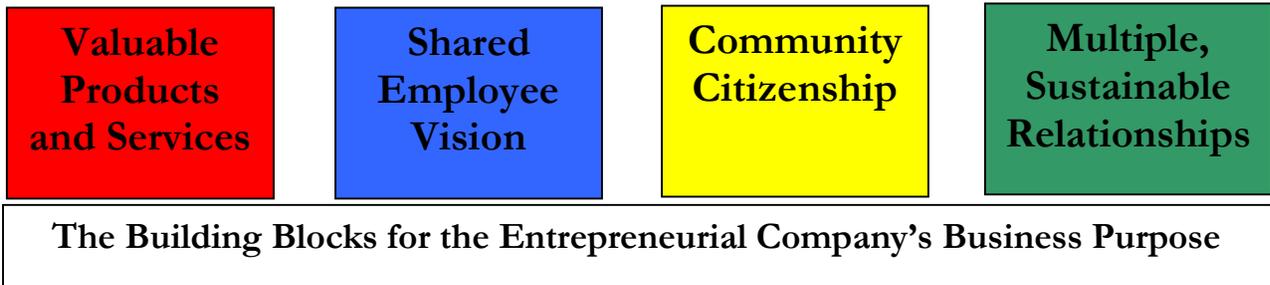
It is the responsibility of the Professional Entrepreneurial Business Manager or the Manager Candidate on their own initiative and without the interface with their mentors and coaches to assess the Professional Entrepreneur's personal family situation and decide the level of commitment and conviction that can be counted on from their personal family members. This responsibility should be self-evident as it nears on impossibility for a coach or mentor to become involved in the Professional Entrepreneurial Business Manager Candidate's personal family affairs.

Chapter 14: The Building Blocks of a Company of Significance and Substance

Ask the question: How would others value the business purpose of your company?

It is always important to ask the question how others would value the business purpose of your company. Typically, customers, vendors, and members of the surrounding community who represent these others look for companies of significance and substance. The purpose of this chapter is to look at the development of creating the entity's business purpose from a different perspective. In this case, the building blocks of a business entity desiring to create a company of significance and substance are essentially creating the company's values from an outside perspective.

The Building Blocks of Significance and Substance Form the Foundation from an Outside Perspective for the Company's Business Purpose



For the purposes of this chapter, the building blocks of significance and substance formed from the foundation of an outside perspective for developing the entrepreneurial company's business purpose relates to these four building blocks: (1) valuable products and services, (2) shared employee vision, (3) community citizenship, and (4) multiple, sustainable relationships.

Outside communities form their opinions, as it relates to the Professional Entrepreneur company's business purpose, from behind these primary building blocks of significance and substance.

Filling a Need with a Valuable Product or Service Provides a Foundation "Justice" for the Company's Business Purpose and Entrepreneurial Business Family

Professional entrepreneurial companies who develop the ability to provide valuable products or services are the source of a significant motivation for their people and establish a key justification for the company's business purpose. To be not only successful but **SPECIAL**, it should be noted that not all companies are required to develop valuable products or services. It should also be noted that the large majority of companies that achieve the status of being not only successful but **SPECIAL** eventually succeed in securing breakthrough products

sourced from new technologies or developing service capabilities devised from the processes and procedures created by these advancing technologies.

Employees and related business relationships of companies that secure valuable products or services sufficient to create the foundation (justice) typically find new energies in their company with a renewed emphasis on their focus, direction, and mission.

As a side note, note that a foundation (justice) related to a valuable product or service can be sourced to products and services that contribute to the needs of the community, the entity's country, or some form of local, regional, or national pride.

Providing a Justice for the Professional Entrepreneurial Company with a Caring Heart Creates the Will of the Company's People

For the Professional Entrepreneurial Business Leadership to advance from their foundation position provided by the justification of securing valuable products or services, it is important that they attach a caring heart. Together, providing for the justice for the company, along with a caring heart, creates the goodwill of the company's employees. This collective will of the employees will prevail in the end and certainly in times of turmoil and trial.

The Substance of a Corporate Community Resident Can Be Found in its Community Outreach Programs

Professional entrepreneurial companies can source and secure the hearts and commitments of its surrounding community by respecting its surrounding communities with its presence, residence, and respect.

The Professional Entrepreneurial Business Manager needs to understand that their surrounding communities have the ability to pass judgment on the businesses that exist within the confines of its borders. Creating sustainable relationships with surrounding communities can be a tremendous asset for companies in their business quest for longevity and ultimate entrepreneurial journey's successful end.

The surrounding communities can be an incubator and can provide a cocoon for developing entities if there is an established, sustainable relationship between the entity and their surrounding community. On the other hand, it is important for the entrepreneurial entity's leader to know that if a surrounding community believes that the entrepreneurial entity is simply a renter rather than a resident and does not respect the interests of the surrounding communities, the community can exile the entity from its community borders.

Multiple, Sustainable Relationships are Part of the Building Blocks of a Company that Values Significance and Substance

As described in earlier chapters, multiple, sustainable relationships are clearly part of the structural supports of entities that desire to achieve longevity along with their inspired and shared vision. The purpose of selecting it as one of the building blocks of significance and substance that form the foundation from an outside perspective for the company's business purpose relates to the connectivity with various outside interests. Multiple, sustainable relationships with customers, vendors, and surrounding communities are in fact the delivery systems which most of these outside interests receive their information regarding the entity. From these multiple, sustainable relationships the outside interests develop their perception and attitude toward the entity. Managing these outside relationships with the proper trust and respect is paramount to the ongoing nature and longevity of the entity.



Chapter 15: The “Energy of One”

A Summary of a Professional Entrepreneurial Company’s Challenge in Creating and Defining its Business Purpose

It is no simple matter to:

1. provide the justification of the professional entrepreneurial company’s business purpose;
2. provide the entity’s leadership with its multiple, sustainable relationships;
3. attach a “caring heart” to the company’s entrepreneurial spirit;
4. consolidate the will of the professional entrepreneurial entity’s business family;
5. consolidate and direct the energies of many into a focused “energy of one;”
6. provide the resolutions to being **SPECIAL**; and
7. source the clarity of mission, the journey that seeks the destination of the entity’s inspired and shared entrepreneurial journey.

But, on the other hand, neither is it impossible!

The Professional Entrepreneurial Business Manager’s Annual Business Plan Should Address Every Area, Be Filled with Directives, and Expound on the Virtues of Absolute Clarity of the Entrepreneurial Entity’s Mission

Each year when the Professional Entrepreneurial Business Manager prepares their annual business plan, they should first address or readdress their business purpose, align or re-engineer their mission, and reconfirm their leadership responsibilities before they begin developing and composing the details of the plan to be presented to the business family.

Appendix



Professional Entrepreneur®

Appendix A. Course Test: A Professional Entrepreneurial Company's Challenge in Creating and Defining Its Business Purpose

- Fifteen (15) True or False Questions
- Ten (10) Multiple Choice or Completion Questions
- Four (4) Short Essay Questions
- Extra Credit: A Personal Anecdote or Entrepreneurial Story Specifically Related to these Course Materials (A Professional Entrepreneurial Company's Challenge in Creating and Defining Its Business Purpose)

Fifteen True or False Questions

1. The search committee to search and source the clarity of the professional entrepreneurial company's mission begins with the individual Professional Entrepreneur®. (TRUE or FALSE)
2. There is not a strong need for family balance to support the framework of a professional entrepreneurial business entity and its business purpose. (TRUE or FALSE)
3. An entrepreneurial company's business purpose can stimulate a Professional Entrepreneur's® leadership abilities and source the heart of their entrepreneurial courage. (TRUE or FALSE)
4. A Professional Entrepreneur® must source their large, inspiring, and shared vision and define the building blocks of significance and substance that form the foundation of the company's business purpose in order to pursue becoming **SPECIAL** and not just successful. (TRUE or FALSE)
5. This module attempts to show the connection and connectivity between the development of the Professional Entrepreneur's® large, inspired, and shared vision with the simultaneous development and consolidation of the entrepreneurial company's energy along with the alignment of its people, resulting in a unified business mission of longevity, prosperity, and purpose. (TRUE or FALSE)
6. In a TyRex professional entrepreneurial company, not every member of the entrepreneurial team matters. (TRUE or FALSE)
7. An entrepreneurial company's commitment to longevity provides the opportunity and necessity to source its business purpose. (TRUE or FALSE)
8. When the Professional Entrepreneur is articulating their entity's business quests (a mission that matters), they should speak from the heart. (TRUE or FALSE)

9. An entrepreneurial company's guiding principles establish the company's values that develop and define the company's purpose. (TRUE or FALSE)
10. The heart and soul of a company is in the "spirit" of its people. (TRUE or FALSE)
11. An entrepreneurial company, in order to best secure its longevity, must first unite and excite its entrepreneurial-spirited family of people. (TRUE or FALSE)
12. Companies, as well as its individuals, will probably not find the purpose of their business in their entrepreneurial journey. (TRUE or FALSE)
13. Finding real purpose, meaning, and value in the Professional Entrepreneur's® business quest promotes and underscores the entity's leadership's commitments. (TRUE or FALSE)
14. A clear definition of each employee's job responsibility in the entrepreneurial company's business quest defines the employee's importance, describes their meaning to the company, and creates their true value. (TRUE or FALSE)
15. TyRex's "Diamond Disciplines" philosophy is at the heart of its business purpose. (TRUE or FALSE)

Ten Multiple Choice or Completion Questions

1. Creating a company's business purpose is synonymous with one of the following:
 - a. Values
 - b. Meaning
 - c. Significance
 - d. All of the above
 - e. None of the above

2. The author (TyRex's Partnering Coach) believes his own business purpose is to:
 - a. Become a technical innovator
 - b. Own a large company
 - c. Teach entrepreneurial business skills
 - d. All of the above
 - e. None of the above

3. A family of entrepreneurial people with common cause and united purpose =
 - a. A non-profit organization
 - b. False opportunity
 - c. Mission
 - d. None of the above

4. *Webster's Dictionary* defines *substance* as
 - a. Essential nature
 - b. A fundamental or characteristic part or quality
 - c. Both A and B
 - d. Neither A nor B

5. The heart and soul of an entrepreneurial company is in the _____ of its people.
 - a. Spirit
 - b. Ego
 - c. Collective experiences
 - d. All of the above
 - e. None of the above

6. Purpose, meaning, and company values are sourced and clarified by
 - a. Entrepreneurial spirits
 - b. Professional entrepreneurial leadership
 - c. Entrepreneurial cell groups
 - d. All of the above
 - e. None of the above

7. The validation of purpose equals
- Dream alignment
 - Shared vision
 - Consolidated energies
 - All of the above
 - None of the above
8. Achieving the element of financial success, although important, is but a single component in the life and journey of a(n) _____ company.
- IPO Prospective
 - SPECIAL**
 - Both A and B
 - Neither A nor B
9. Professional Entrepreneurs® with _____ can connect their large, inspired, and shared vision with the company's business purpose.
- Leadership abilities
 - The courage of their convictions
 - Both A and B
 - Neither A nor B
10. The need for balance in the Professional Entrepreneur's personal family life comes _____.
- At the expense of the entrepreneurial company's time requirements
 - After the needs of the Professional Entrepreneur's® business family
 - First
 - None of the above
 - All of the above

Four Short Essay Questions

1. What does the author mean when he talks about consolidating the will of many into “the energy of one” with the resolution to become **SPECIAL** seeking the destination of their shared entrepreneurial journey?
2. Describe in detail each of the entity’s building blocks which are significant and have substance that forms the foundation for the company’s business purpose and mission.
3. Write a response to the following statement:

An entrepreneurial company’s significance, meaning, and values (i.e., its business purpose) can stimulate the Professional Entrepreneur’s® leadership abilities and source the heart of their entrepreneurial courage.

4. Assume if you will that you are the Professional Entrepreneurial Leader of a company. Describe in as much detail as you can what you perceive your personal as well as your professional entrepreneurial company’s business purpose to be, i.e. what would you like them to be in a perfect world.

Appendix B. Professional Entrepreneurship Modules

Fifteen areas of entrepreneur business understandings:

- A. **Fundamental Entrepreneurship** – Discussions of the fundamental and philosophical sides to becoming an entrepreneur.
- B. **Basic Sales and Marketing** – Describes special sales and marketing programs for start-up and growing companies.
- C. **Fundamental Accounting and Financial Controls** – Covers the three (3) Financial Programs necessary to manage and fundamentally financially control a growing company.
- D. **Manufacturing Management and Controls** – Details the basic manufacturing controls, as well as, provides the fundamental framework for managing a strong manufacturing operation.
- E. **E-Business Development** – A series of programs on managing growing companies and the tools used in managing potentially explosive growth.
- F. **Entrepreneurial Leadership** – Describes the necessity for all forms of leadership in entrepreneurial company management. Details the importance of entrepreneurial vision.
- G. **Entrepreneurial Coaching** – A series of programs on training successful entrepreneurs on how to put more into the role of being an entrepreneurial coach.
- H. **Entrepreneurial Company Culture** – Programs describing the importance of a company's culture and the employee empowerment programs in the 21st Century Business Management concepts.
- I. **Just Entrepreneurial** – Innovative ideas and business concepts on the outer edge of Entrepreneurial programming.
- J. **Entrepreneurial Thinking** – A look at entrepreneurs in an increasingly competitive global economy and environment.
- K. **Entrepreneurship In the 21st Business Century** – An exploration of the role of entrepreneurial characteristics such as speed, flexibility and creativity in the 21st Business Century.
- L. **Bidding and Estimating** – The Fundamentals of the technical support role played by the communication process of exchanging goods and services for compensation and customer satisfaction.
- M. **Quality as a Company Culture** – A series of programs detailing the fundamentals of quality for a growing company and the importance of quality as the fabric of a company's culture.
- N. **Entrepreneurial Partnering Disaster Recovery Program** – Stories and details of past Entrepreneurial business disasters, and suggestions for turning disasters into futures with solid foundations, and significant upside potential. It's never over until you quit.
- O. **Entrepreneurial Business Decision-Making** – Studies the entrepreneurial philosophies regarding how to make quick, decisive, sound entrepreneurial decisions.

Appendix C. Related Entrepreneur Institute Materials

Modules, Books, Manuals, and Materials

The purpose of the TyRex Entrepreneurial Institute (TEi) and Professional Entrepreneur business educational program is to provide prospective aspiring entrepreneurs with a comprehensive and detailed development outline that they will be required to know in order to progress as a successful Professional Entrepreneur® Business Manager.

The StreetSmartMBA® modules are not intended to be an “all-inclusive” entrepreneurial business education program. Its purpose is to provide a comprehensive initial understanding and framework for understanding the Professional Entrepreneurial 3P’s:

- Philosophies
- Principles
- Practices

It is also intended to provide students an understanding of the necessary basic business knowledge to manage and control a growing successful entrepreneurial business. Students engaged in the program are encouraged to receive training and support from multiple sources:

- The TyRex Entrepreneurial Institute (TEi) with,
- On-the-Job Entrepreneurial Training and
- Individual Support From Experienced Entrepreneurial Coaches
- Professional Entrepreneur Education Programming
- StreetSmartMBA® Modules

The Professional Entrepreneur business educational program is a complete and comprehensive professional entrepreneurial development program for competing in the 21st Business Century. It is a three to five year classroom educational program combined with on-the-job training. This classroom education program is most effective in conjunction with on-the-job training with coaching and mentoring by dedicated experienced, successful entrepreneurial coaches who are deeply committed (not just involved) to the aspiring entrepreneur’s success.

Appendix D: What You Have Learned About TyRex Truths

Name: _____

Date: _____

The following are the TyRex Truths, or TEi Professional Entrepreneurial teaching points for *A Professional Entrepreneurial Company's Challenge in Creating and Defining Its Business Purpose*, A-11.

Truth	Indicate understanding level 1-5 (5 highest)
Creating the professional entrepreneurial company's purpose (i.e., significance, meaning, values with resolution) promotes a long business life (longevity) and gives an identity to its entrepreneurial spirit.	
An entrepreneurial business entity united by the presence of its people, aligned behind its business purpose, and thus propelled forward by the consolidation of its energies will be successful in achieving a long business life.	
A family of entrepreneurial people with common cause and united purpose = mission.	
There is a strong need for family balance to support the framework and structure of a professional entrepreneurial business entity and its business purpose.	
An entrepreneurial company's significance, meaning, and values (i.e., its business purpose) can stimulate a Professional Entrepreneur's leadership abilities and source the heart of their entrepreneurial courage.	

TEi is always looking for ways to improve and provide better materials for its aspiring Professional Entrepreneurs. Please provide us with your feedback. Email this page to info@tyrexlearningfoundation.com.

TyRex, A Professional Entrepreneurial Technology Family of Companies

TyRex provides the high-tech market with quality products and services. The TyRex Technology Family of Companies is comprised of:

TyRex Entities

- Megladon Manufacturing Group, Ltd.
- iRex Group, Ltd.
- Arctos Assembly Group, Ltd.
- SabeRex Group, Ltd.
- Austin Reliability Lab (ARL)
- SaberData, Ltd.
- Digital Light Innovations (DLi)
- TekRex

TyRex Associates

- TyRex Learning Foundation
- RightStuff Marketplace, LLC
- RF Scientific, Ltd.
- tri/REX
- Crypto Prospectors

Each one of the TyRex companies has carved out a niche in the high-tech, electronics, or additive manufacturing markets in order to provide quality products and services that hopefully exceed their worldwide customer expectations.

Company's Educational Development History

TyRex opened its doors on January 1, 1995 as a premier copper cable manufacturer. The company has migrated into many different areas that serve the high-tech and electronics markets. From original design and product manufacturing, logistics and supply chain management, contract manufacturing, to advanced levels of software security development, product testing, additive manufacturing, and digital state-of-the-art marketing. The TyRex Technology Family is involved in six types of light and five special technologies.

The TyRex Technology Family of Companies has developed into a multi-faceted company serving a growing list of clients worldwide. TyRex's professional entrepreneurial spirit is derived from its **TyRex Learning Foundation** featuring the **TyRex Entrepreneurial Institute (TEi) StreetSmart MBA®** education materials and **Professional Entrepreneur** business development programing that promotes the entrepreneurial exploration and education of individuals who aspire to be Professional Entrepreneurs.

TyRex Entrepreneur Institute (TEi)

What makes the TyRex Entrepreneur Institute distinctively unique is that each TyRex business entity serves as the real world laboratory for TEi. In the TEi classroom and in connection with the StreetSmart MBA entrepreneur business materials, we continue to source and test new theories of entrepreneurial business to share with our Professional Entrepreneur students and followers.