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*Fundamental Entrepreneurship*

## **The Entrepreneur's Dream Manual**

# **STREETSMART MBA®**

Module A-5, Seq. #40 ✦ [tyrexlearningfoundation.com](http://tyrexlearningfoundation.com)

Fundamental Entrepreneurship

The Entrepreneur's Dream Manual  
A-5, Sequence #40

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# The Entrepreneur's Dream Manual

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The Entrepreneur's Dream Manual

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# The TyRex Entrepreneur Institute (TEi)

## What TEi Does

TEi educates, coaches, and mentors all levels of students, as well as the general public who seek to start and run their own entrepreneur business.

## Objectives

The objectives of the TyRex Entrepreneur Institute are fourfold:

- To inform and enlighten individuals about the entrepreneurial journey ahead, and provide the business intelligence for aspiring entrepreneurs to make an informed decision if becoming an entrepreneur is right for them.
- To provide a basic understanding of the educational requirements of the knowledge necessary to start and successfully run an entrepreneurial company and be certified as a **Professional Entrepreneur<sup>SM</sup>**.
- To create, design, distribute, and successfully execute an ongoing learning educational program for multiple levels of aspiring entrepreneurs, especially those who desire to achieve **Professional Entrepreneur** status.
- To provide assistance and support in the areas of searching for initial funding and financing, business structuring, and product and service market channels and day-to-day business coaching and mentoring.

## Programs

### ***StreetSmart MBA<sup>SM</sup> Modules***

The StreetSmart consists of ninety-six program modules that represent an estimated eighty-percent of the necessary professional entrepreneur business understandings to achieve start-up business success. The program covers fifteen areas of entrepreneurial knowledge categories. It is intended to be a complimentary entrepreneur program to higher education business curriculums; it is estimated that only five to ten percent of the StreetSmart MBA module coursework overlaps.

### ***Professional Entrepreneur Program***

The Professional Entrepreneur program is uniquely different and does not follow traditional business thinking, it is not a pure capitalist play; it includes such elements as responsibilities and individual moral and ethical principles. Its purpose is to produce a new breed of 21st century national and international professional entrepreneurial business managers. In addition, it keys on six cultural principals of longevity “Built to Last” and “Built to Work” business philosophies including prosperity to longevity, professionalism, entrepreneurship, employee well being, community citizenship, and imagination and innovation.

### ***Leadership Academy for K-12***

An entrepreneurial program specifically for K-12 students, many who will seek to commercialize their creative innovations. The Leadership Academy is a program for youths under the TyRex Learning Foundation.

## Introduction

An Entrepreneur's Dream in the 21st Business Century needs to be redefined and better understood to contribute to the advancement of entrepreneurial companies competing in the highly competitive global markets of the 21st Business Century successfully.

**This TEi module is specifically designed to help the reader realize, visualize, and be able to articulate their Entrepreneur's Dream; this is the goal of the Professional Entrepreneur® development program.**

Each TEi StreetSmart MBA module should be considered for the basic entrepreneurial business knowledge it contains as well as the module's contribution as an individual portal to a wealth of in-depth related materials, i.e. books, manuals, websites, etc.

As each module is absorbed, their connections and unity provide a fundamental framework of basic Professional Entrepreneur knowledge that is so necessary to manage a start-up, first- or second-generation entrepreneurial company.

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

## **A Coach's Story - Searching for the "Pot of Black Gold"**

In the early 1980's, my neighbor and friend, Bob, a geologist working for a large oil company confided in me that his job was the best job in the world. Bob disclosed that every hour of every business day, he was encouraged and also supported by a large professional staff provided by a large global oil company dedicated to the pursuit of his dream: finding the next large field of oil, the next Prudhoe Bay, or Eagle Ford shale formation.

Bob commented that every oil well large or small, gusher, or dry hole was knowledge that provided a valuable learning experience that would contribute to his eventually reaching the end of his personal rainbow - his "pot of black gold," dream.

From this conversation, it occurred to me that the pursuit of one's dream was the highest level of personal business ambition and accomplishment one could seek or achieve in business. It also occurred to me that failures, setbacks, as well as monotonous tasks could provide the framework, basic concepts, and infrastructure for absorbing knowledge, and the valuable learning experiences that are the necessary stops on the journey to business success and living one's dream ultimately.

At the same time, I wondered how Bob would include his team members in his dream. Would he share with them his dream? Could he articulate the words that help color the canvas of his dream picture? Would he include the entire team or just select members?

Bob's dream became my source of inspiration and ambition to create the training that would encourage entrepreneurial individuals to compose their dream, and then be able to articulate it to others. But most of all my focus is on the "best practices" way of including all the team members to share the singularity of a vision large enough to invite and include everyone who signs up for the entrepreneurial journey.

## The TyRex Truths

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

The following are the TyRex Truths or TEi Entrepreneur teaching points for A-5, The Entrepreneur’s Dream Manual.

- The Dream is the single most important thing to the Entrepreneur’s success; being able to visualize it becomes the “moment of truth” that creates the conviction for the Entrepreneur, and is key to their ultimate journey and success.
- Being able to articulate clearly the Entrepreneur Dream lights the path to success, and creates a magnetic attraction that leads to valuable relationships.

### **Why Take This TEi StreetSmart MBA® Module?**

- Learn the five key ingredients in a credible entrepreneurial dream, why they are important, and how the entrepreneur’s emotion and conviction drives success.
- Learn the twelve stages of a successful entrepreneurial dream that leads to success.
- Learn how the Entrepreneur’s Dream supports employee well-being as well as community citizenship.



## Chapter 1: Module Overview

The purpose of the Entrepreneur's Dream Manual is to create an understanding of the Entrepreneur's Dream process and to create a roadmap or "step-by-step" instruction of how to develop a successful Entrepreneur's Dream.

This manual is dedicated to helping those individuals who have the creativity, spirit, and passion for entrepreneurship, but who might not have the understanding or the tools to compose their Entrepreneurial Dream and articulate it with believability and credibility.

First, successful entrepreneurs have a high level of self-confidence. They have a certain unique look, or a swagger about them. They exude confidence and are able to articulate their vision precisely. Additionally, entrepreneurs have a command and a strong sense of control over their business. What is most interesting about entrepreneurs is that they transmit or convey most of their entrepreneurial characteristics without written text or verbal communication. They bring with them a certain "business presence."

A successful entrepreneur understands the essence of his business, has clarity of purpose, and has the self-confidence of an individual who is committed to unconditional success. At the **TyRex Learning Foundation**, we believe the aura created and transmitted by this entrepreneurial business presence directly or indirectly sets the stage for successful negotiations with customers, vendors, etc.

It is amazing how many business people have never been able to articulate their dream. However, it comes as no surprise when large corporate organizations ask for 10% creativity and 90% conformity. An entrepreneurial company should ask for 10% conformity and 90% creativity from its leadership.

It is equally amazing the number of entrepreneurs who are pursuing their career without having the ability to articulate their Entrepreneurial Dream. The majority of entrepreneurs who are able to articulate their vision, define their company's mission, and set the appropriate goals that create the business plan do not have the courage or conviction to present their business plan to the world, or to display passion for their vision and dream openly. Tragically, many times they are not able or willing to share their vision with individuals who would gladly sign up as team members dedicated to the cause.

The power of the entrepreneurial dream is the most powerful force in business today. With changes in the global business environment of the 21<sup>st</sup> Business Century, one must understand and manage the powers of an Entrepreneur's Dream. Doing so develops strategies that will maximize the potential of the Entrepreneur's dream, and develop the most efficient communications systems to share this power with every employee who makes up the Entrepreneur's "Dream Team."

## Chapter 2: Defining an Entrepreneur Dream

Dreams give direction and purpose to an entrepreneur's business life. A dream creates a purpose, a justification, and becomes the essence of the entrepreneurial being. For the individual entrepreneur, the dream provides the focus, drive, and substance to create and live the entrepreneurial life. That dream is a beacon of light, providing the energy and driving force to keep the entrepreneur motivated, maintaining a positive attitude to overcome the multitude of challenges and the spirit to chase the elusive Entrepreneurial Dream.

### **The Entrepreneur**

The Entrepreneur's Dream sometimes seems to have mystical powers allowing aspiring entrepreneurs to achieve results that a pragmatic business professional would never think possible. The derivatives of the Entrepreneur's Dream: creativity, spirit, and passion, have the power to produce incredible results.

Probably the most under-reported aspect of the Entrepreneurial Dream is its magnetic power to attract those who may not outwardly demonstrate an entrepreneurial spirit. Entrepreneurs who are in pursuit of their dream, who can clearly articulate the meaning and purpose of their vision, take daily actions toward the successful realizations of their dream, and develop and maintain trusting relationships are then able to attract and enlist others who are eager to commit to and support the entrepreneur's dream. That dream will rarely be successful without the support of others who believe and participate in it.

If the Entrepreneur's Dream is the most powerful force in business today, then the ability to articulate the entrepreneur's clarity of business purpose raises the energy, attitude, and magnetic powers of the Entrepreneur's Dream to an even higher level. This heightened power becomes more evident when the entrepreneur invites others to share in his or her dream. The "spiritual" unification of employee and entrepreneur can create the highest level of synergism, where everyone is contributing and pulling in the same direction.

The individual who can transform employees into entrepreneurial participants who own a piece of the dream will create the ultimate entrepreneurial "Dream Team" capable of pursuing the Entrepreneur's Dream with clarity of purpose, determination, and unconditional commitment to success.

The creation of the entrepreneurial "Dream Team" will become the most real, relevant, and powerful force in business, not just today, but in the increasingly global competitive and technologically challenging future of the 21st Business Century.

## Chapter 3: The Power of The Entrepreneur's Dream

How do you describe the power of an Entrepreneur's Dream? The best way to understand its power is to experience the magnitude of the eruption when you stand between an entrepreneur and the vision of their dream. My TyRex Partner, Andrew Cooper, has a laser-like focus on his dream, and any intruder is quickly asked to remove himself from the path of his Entrepreneurial Dream.

*Truth: A "Powerful Presence" comes from the constant effort of eliminating causes of failure, self-doubt, and neutrality so as to gain individual leadership characteristics and commitment.*

**Emotion is the source of the power of the entrepreneur's dream. Follow the logic:**

Emotion inspires will and commitment.

Will and commitment create energy, determination, and focus.

Energy necessitates effort.

Determination necessitates courage and confidence.

Focus necessitates clarity of purpose.

Effort produces action and events.

Courage and confidence produce attitude and business presence.

Clarity of purpose results in vision.

Action and events cause business eruptions and set the stage for entrepreneurial success. Attitude and business presence attract others.

Vision produces the roadmap to an Entrepreneur's Dream fulfilled.

Entrepreneurial Vision is seeing beyond the obvious,  
illuminating the future.

**So, what is the source of entrepreneurial emotion?**

Entrepreneurial emotion is partially created by and based on one's genes. Look to your family tree for your entrepreneurial genes. Are your relatives pioneers, risk takers, or people with uncommon courage? Is there unquestionable leadership in your family tree?

Whether or not you have entrepreneurial genetics, the most important aspect of entrepreneurial emotion is the ability to commit to the leadership of a courageous and inspiring cause. Entrepreneurial emotion is about caring and believing in a cause to the point of unconditional commitment.

A credible Entrepreneurial Dream has magnetic powers. I sometimes believe entrepreneurs deliver these magnetic powers subliminally. Successful entrepreneurs stay focused, maintain clarity of purpose, and create a business that invites and attracts others and ultimately evolves into a business presence. The attraction of others is an invitation to an entrepreneurial relationship with a passionate entrepreneur who demonstrates a sense of mission, vision, providing insight into the dream.

Relationships are the foundation for successful entrepreneurial companies.

A successful entrepreneurial relationship is one between the entrepreneur and his or her employees, vendors, customers, and community. The power of an Entrepreneur Dream is the invitational “link” to multiple successful relationships.

*Truth: Exceptional individuals must have a “Credible Dream” to achieve “Incredible Results.”*

**Most employees prefer to be motivated by “working with a purpose,” the “purpose” being an entrepreneur with clear goals.** These employees respond to the acknowledgement of their efforts by increasing their amount of participation. Allowing employees to achieve the status of “Dream Team” member and share a piece of the dream eliminates much of the inherent conflict, friction, and negative energy between employees and the entrepreneur. The elimination of these energies will propel successful entrepreneurs forward in the 21st Business Century.

*Truth: Relationships are the foundation for successful entrepreneurial companies.*

These very simple principles of business engagement apply to customers, vendors, and the communities surrounding the entrepreneur’s business. In the 21st Business Century, the supply chain, as well as each successful supply chain participant, must think collectively as one and contribute maximum positive energy toward the purpose of the supply chain's mission.

## Chapter 4: The Single Most Important Key

All successful entrepreneurs must learn to dream and be able to articulate their vision to others.

**The dream is the single most important key to an entrepreneur's success.**

When an entrepreneur paints a clear picture of his dream, a vision forms that unleashes the magnetic powers of entrepreneurship, which draws others to become part of the entrepreneur's "Dream Team." It is important for an entrepreneur who has developed a conceptual dream to continue to engineer and provide the architecture to create the vision with exact detail.

The engineering of an Entrepreneur's Dream deals with the validity of the concept as set forth by various business and engineering guidelines, and tests. It includes the design and architecture of the dream that deals with the "nuts and bolts" of the structures and processes involved in making the Entrepreneur's Dream come true.

*Truth: The clarity of the dream and the powers associated with an entrepreneur's dream combine to become the single most important key to an entrepreneur's success.*

## Chapter 5: The Twelve Stages of a Successful Entrepreneur's Dream

These are the twelve stages of an Entrepreneur's Dream. We will discuss these in detail in subsequent chapters of this StreetSmart module.

### Stage # - Description of the Stages

1. The Creation of an Entrepreneurial Concept
2. The Engineering Validation
3. The Architectural Design or Roadmap of the Vision
4. The Entrepreneurial Moment of Truth (Selling One's Self)
5. The Five Key Ingredients of a Credible Dream
6. Goal Setting and Benchmarking
7. The Articulation of the Vision or "Lighting the Path" for Others
8. Sharing the Dream – Creating the Entrepreneur's Dream Team
9. Building the Dream
10. Living the Dream Every Day
11. Finding Personal Success in the Entrepreneurial Journey Itself
12. Coaching Other Aspiring Entrepreneurs in the Development of their Dreams

## Chapter 6: The Moment of Truth

Once the dream is clearly visualized, the engineering to validate the dream is complete and the architectural structures and processes are detailed. The individual entrepreneur standing at the gateway to this incredible journey now comes to his “moment of truth” and conviction.

Does the Entrepreneur’s Dream stimulate a depth of passion that puts the entrepreneur in touch with their entrepreneurial roots, the very foundation of their existence as an entrepreneurial being? If the entrepreneur is unable to conceptualize and visualize the clarity of his dream, then the probability of success significantly diminishes and the entrepreneurial journey should probably be delayed or discontinued.

*Truth: Once the dream is clearly visualized, it is the individual entrepreneur, standing at the gateway to this incredible journey, who now comes to their “moment of truth and conviction.”*

However, when the conceptualization and visualization reach deep within the very being of the entrepreneur creating a “fire in the belly,” or an unbridled passion to commit to the unconditional success of the dream, then the entrepreneur must prepare for the journey ahead.

**The best way to answer the “moment of truth” question is to ask yourself this question:** Are you willing to commit the next ten years of your life in pursuit of your dream? “No” can be an equally compelling answer and can save the aspiring entrepreneur and everyone else who joins in a potential lifetime of pain.

On the other hand, a “Yes” to the “moment of truth” question can be the beginning to an incredible life-fulfilling journey no matter the results or business tally. In the end, the “moment of truth” that begins the journey matters.

The entrepreneur will find the courage to configure the incredible journey and the self-confidence to commit to the success of each individual, each vendor, each customer, and each community who elects to join the entrepreneur and begin their personal journey as well.

## Chapter 7: The Five Key Ingredients in a Credible Dream

In determining the ingredients of a credible entrepreneurial dream, the entrepreneur must comprehend the limits of his reach and capabilities. This understanding is necessary to achieve credibility and sufficiently articulate the size and scope of the venture, thereby exciting and inviting the collective engagement of others who wish to participate in the entrepreneur's dream.

*Truth: In order to achieve entrepreneurial success you must define and articulate what makes your company SPECIAL and distinguish it from the pack of competitors.*

### Key Ingredients

#### 1. A Tangible Annual Revenue Target

First, and probably the easiest is for the entrepreneur to establish, is an annual revenue goal. The team can relate to and visualize this tangible goal. For example, \$50 million in annual revenue conjures up an image of substantial size.

#### 2. A Specific Timetable for Success

The entrepreneur must establish a specific timetable for the team as a whole and acquire each team member's commitment, for example, to a five-year timetable.

#### 3. Define and Clarify "SPECIAL"

The credible Entrepreneurial Dream must define "SPECIAL" as it relates to the vision. In order to be successful, you must define "SPECIAL." Ask yourself these questions:

- Why do customers want to do business with me?
- Why do employees want to work for my company?
- Why do vendors want to supply products and services to my company?
- Why would a community want to include my company in their neighborhood?

It is nearly universal that all entrepreneurial supporters want to jump on the entrepreneurial bandwagon marked "SPECIAL." What makes a business "SPECIAL" may be in the services provided, the quality of products produced, or the character of the company itself, or all three.

#### 4. Describe the Look of Future Success

In their articulation of the credible dream, the entrepreneur must describe what "SPECIAL" means to the team as it depicts the successful results of the entrepreneurial journey. The members of the entrepreneur's team want to know what success will look like when they achieve it in the future. They want to visualize their role in the successful company of the future: what does "success" mean to each team member, and how is each

member going to achieve that special recognition or acknowledgement? “SPECIAL” as it relates to future successes may be defined by the company’s industry stature, financial achievements, geographical expansion, creation of special products or services, etc.

Not only must one share the big picture but also each employee must connect to specific opportunities that relate to their real world today! The successful Entrepreneurial Dream is shared with employees in a way that allows everyone to visualize a more complex situation that includes increased personal responsibilities and reward.

It is the entrepreneur’s obligation to validate the shared vision with each employee and make the dream real and inviting.

### **5. Determine Credible Landmarks for the Entrepreneurial Journey**

The entrepreneurial path to success for the credible dream must be lined with achievable, believable landmarks or road markers.

These goals and benchmarks must overlap and interlock to drive commitment and attention to a “just in time” realization. In other words, if the team is going to achieve its five-year goal of \$50 million in revenue, it must reach the mid-term goal of \$20 million within two years, \$10 million by the end of the first year, and \$1,000 in sales TODAY.

*Truth: Each employee must be included in the entrepreneur’s “Dream Team” and know their specific role and responsibilities in order to sustain maximum positive forward energy.*

## Chapter 8: Establishing the Goals and Benchmarks

The entrepreneurial journey is long and arduous. Usually more than a few business setbacks and challenges plague the entrepreneurial road. Sometimes the entrepreneur faces the possibility of failure. In times of crisis, the goals and benchmarks established by the entrepreneur become the beacons that light the pathway, enabling the entrepreneur who has steered off course to reconfirm and validate their roadmap and return the navigational headings back to their stated vision and mission.

Goals and benchmarks allow employees, and Dream Team members to track the path of the entrepreneurial company. Successfully achieving these stated goals and benchmarks offers the entrepreneur an excellent opportunity to address their Dream Team with the acknowledgement of the milestone achievements, discussing the progress of the journey, visualizing the requirements of the next leg, and creating an aura of continued success.

This is also the time for an entrepreneur to get a small peek at the Entrepreneurial Dream fulfilled for each member of the team and they can close with a restatement of the company's business purpose, direction, mission, and guiding principles.



*Truth: Benchmarking and goal setting allows the opportunity for the entrepreneur to articulate to the "Dream Team" his or her dream. This articulation should be frequent, consistent, and filled with emotion.*

## Chapter 9: The Articulation of an Entrepreneur Dream

Now that the entrepreneur has the conceptual clarity, engineering validation, and the architectural design in place, one must articulate these components to every employee.

*Truth: The articulation of the Entrepreneur Dream is an invitation for all to participate and be part of something very special. Articulation lights the path for others.*

The articulation of the clarity of purpose, executing engineering validation, and describing the architectural details to those who aspire to be part of the “Dream Team” become important for several reasons. The obvious reason is they relate to the ability to execute a plan and perform specific tasks and functions. A less obvious reason is the inspiration, energy, and excitement created by each member of the Dream Team.

This energy acts as a source of fuel as team members participate in the Entrepreneur’s Dream. The Entrepreneur’s Dream becomes the lighthouse, or magnetic attraction, for those who are unable to create their own Entrepreneur’s Dream, yet truly desire to be involved in an exciting entrepreneurial journey and are willing to provide the fuel that powers the entrepreneurial engine.

*Truth: The articulation of the Entrepreneur’s Dream must be conveyed to the company’s customers, vendors, employees, and surrounding communities. The articulation of the Dream is an invitation to all to participate and be part of something very special.*

## Chapter 10: The Magnetic Attraction of an Entrepreneur's Dream

The magnetic attraction of an Entrepreneur's Dream is rooted in emotion, whether it's transmitted orally, in writing, or by specific actions of the entrepreneur. The entrepreneur can also transmit this emotion through his or her actions. The emotion can subliminally enhance the style, swagger, and self-confidence of the entrepreneur. It can also be validated by the strength and purity of the relationships established with employees, vendors, communities, and customers especially.

This emotion is the fuel that drives the entrepreneur. As a human being, you have many connections in your life such as spouse, parent, friend, employer, community member, etc. While there are many advantages of being an entrepreneur, doing what you love, having independence and freedom, occasionally realizing recognition, and income potential, being an entrepreneur is just one facet of your life.

**To achieve your goals in all facets of life is to find balance.**

Of all the advantages of being an Entrepreneur, balance is probably the most important.

*Truth: Entrepreneur Dreams are like magnets that attract passionate individuals who desire to make a business difference sourced from a need of business purpose. The articulation of an Entrepreneur's Dream is a call to other passionate, committed individuals; together they form the Entrepreneur TEAM.*

## Chapter 11: Sharing The Entrepreneur's Dream with Employees

The ultimate power of an Entrepreneur's Dream comes from the ability to share the dream with every employee who aspires to be part of the "Dream Team." Not only must the entrepreneur be able to articulate the purpose clearly, provide the engineering validation, and deliver the executable details provided in the architectural design plan, they must also be able to share these details with the Dream Team.

Some entrepreneurs may not know how to articulate or share their dream with others. The ability to share an Entrepreneur's Dream is characteristic of those who ultimately become successful entrepreneurs. The selection of entrepreneurs who have this ability is clearly important to a company such as TyRex.

*Truth: TyRex uses its Community Citizenship Program to validate candidates who demonstrate the caring heart necessary to share their entrepreneur dream.*

Providing substance and meaning to the employees who share the Entrepreneur's Dream is vital in addition to an entrepreneur's other obligations, such as providing the clarity of purpose, the engineering validation, and the architectural design and detail.

Advancing the Entrepreneur's Dream from its creative concept to an operational base necessitates breaking down the concept into day-to-day programs. These programs, which are designed specifically for each employee, as well as groups of employees, provide meaning and substance for each individual who has signed up to be a member of the "Dream Team."

The sharing of the Entrepreneur's Dream provides for better clarification, communication, and ultimately a "buy-in" from each employee participating in the "Dream Team." In order to achieve the highest level of the Entrepreneur's Dream awareness, each individual on the Dream Team needs to be interviewed with the specific intent of developing a personalized day-to-day employee well-being program. These are programs the employee can personally relate to that provide the position he or she will fit into in the overall Entrepreneur's Dream.

The day-to-day employee well-being programs usually consist of individual career advancement programs characterized as creating "value" in each employee. Typically, these programs take on the nature of career training in order to develop the skills of the employee with the aim of improving their earning potential. They may be programs that teach a second language, improve health, or provide some other personal growth program.

*Truth: At the heart of these employee well-being programs is the message to each employee that the Entrepreneur's Dream has meaning and substance for each employee. It is an invitation to share a piece of the Entrepreneur's Dream and seek an elevated level of personal achievement, reward, and recognition. It is confirmed by the caring nature of the relationship between the entrepreneur and each employee.*

## Chapter 12: TyRex Diamond Disciplines

The vehicle that TyRex uses to form and format the “Dream Team” is its Diamond Disciplines.

Although the Entrepreneur Dream lives in TyRex Entrepreneurial Partnering Programs, the sharing of the Entrepreneur’s Dream also resides in TyRex Diamond Disciplines Employee Well-Being and Community Citizenship Programs.

TyRex Diamond Disciplines provide the framework and connectivity for the Entrepreneur’s Dream and the sharing of that dream with every employee.

Having a foundation built on TyRex Diamond Disciplines allows the Entrepreneur’s Dream to develop and expand into an incredibly powerful entrepreneurial journey shared with the Dream Team members.

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 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.

## Chapter 13: Employee Well-Being and Community Citizenship

As discussed earlier, Community Citizenship is the vehicle TyRex uses to validate whether a prospective entrepreneur candidate possesses the caring heart necessary to share an Entrepreneur Dream. TyRex believes that the most significant key to business success is the ability to establish relationships with customers, vendors, employees, outside professionals, and the surrounding communities.

The entrepreneur's caring heart at the center of the Dream Team provides the culture and capability for the team to develop strong relationships with customers, vendors, employees, outside professional support, and the surrounding communities. These relationships begin with the caring heart of the leader and continue outward to each member of the Dream Team.

Community Citizenship expands and develops the caring heart of the Dream Team members, which when expressed openly, reinforces the team's genuine commitment to the customers', vendors', and communities' overall success.

The Employee Well-Being Programs begin with a shared Entrepreneur's Dream and continue with the development and implementation of real-time value-added employee programs. The Employee Well-Being Programs realize their apex with the employees themselves reaching out to the surrounding communities individually, and collectively participating in Community Citizenship Programs. This achievement, the Dream Team members reaching out to the community, clearly validates the concept of "sharing a dream" and signifies a deep company cultural commitment to multiple relationships.

These multiple relationships transform into successful customer relationships creating improved customer service, an alignment between entrepreneurs, employees, vendors, and customers viewing success through a set of common lenses.

## Chapter 14: Bonding an Entrepreneur's Dream to Relationships

As we have discussed, relationships exist with customers, vendors, and employees, outside professionals, support organizations, and the surrounding communities. The Entrepreneur's Dream that is clearly articulated and provides clarity of purpose, engineering validity, and complete entrepreneurial details impacts the relationships with each of these groups. The Entrepreneur's Dream is also entrenched in the value and power of a partnering relationship with these same groups of people.

Customers are clearly enamored with and invigorated by companies that have an entrepreneurial leader who clearly articulates a vision or dream that includes the customer's success.

Vendors are truly excited about partnering with a company that has an entrepreneurial leader who has the ability to articulate the purpose of the organization and has provided details, established goals, objectives, and performance criteria that enhance the probability of the company's success. This translates into the vendor's success as well. In this way, multiple relationships link with entities that share purpose and view success through a common set of business lenses.

Employees are motivated to be part of a company that is true to its vision and stated goals. Employees want to work for a prosperous and business successful company. When they believe this is true of their company, they are more willing to make the extra effort to help fuel the company's growth and success. It is especially satisfying to employees when their company is visually and actively part of the community that they and their family reside in.

Companies that achieve their goals and objectives associated with a special vision also inspire the community. The company actions that validate the caring hearts of the entrepreneurial leader and each team member provide the glue for which the surrounding communities attach themselves to and create a partnering relationship with the company.

Eventually, in strong partnering programs between companies and their surrounding communities, the lines of distinction begin to diminish and ultimately the company becomes the community and the community becomes the company.

## Chapter 15: The Twelve Stages of an Entrepreneur's Dream

The Entrepreneur's Dream begins with a spark of inspiration and concludes with a commitment to pass acquired entrepreneurial knowledge on to other aspiring entrepreneurs or team members. Here are the twelve stages of an Entrepreneur's Dream:

1. The Creation of an Entrepreneurial Concept
2. The Engineering Validation
3. The Architectural Design or Roadmap of the Vision
4. The Entrepreneur's "Moment of Truth"
5. The Five Key Ingredients of an Entrepreneurial Vision
6. Goal Setting and Benchmarking
7. The Articulation of the Vision or "Lighting the Path" for Others
8. Sharing the Dream – Creating the "Dream TEAM"
9. Building the Dream From The Foundation Up
10. "Living the Dream" Every Day
11. Finding Personal Success and Satisfaction in the Entrepreneurial Journey
12. Coaching Other Aspiring Entrepreneurs and TEAM Members in the Development of Their Individual Dreams

Establishing these twelve steps is an attempt to create a platform to visualize the process of developing the dream, articulating the vision, and sharing the dream with others. Managing the power of the dream as it travels through various stages and functions in the Entrepreneur's Journey is the responsibility and enjoyment of the entrepreneur.

1. **The Creation of an Entrepreneurial Concept** begins with an ounce of inspiration somewhere inside the prospective entrepreneur. As the clarity of the entrepreneur dream begins to focus, the entrepreneur feels the power of the dream grow from within. The passion, determination, and dedication continue to develop until the entrepreneur develops a full entrepreneurial commitment.
2. **The Business's Validation** is the time when the entrepreneur is in the testing and validation stage. The entrepreneur may seek outside advice from various members of the business or professional community members of the technical business community, as well as friends and family to test, develop, and challenge their basic entrepreneurial concept.
3. **The Architectural Design and Roadmap of the Vision** deals with the "nuts and bolts" of the Entrepreneur's Dream. The architectural design relates to the business structures and processes of the entrepreneur's company that will house the Entrepreneur's Dream during the entrepreneurial journey. Attention to detail is

essential in an entrepreneur's journey. Maintaining tight control over resources is mandatory to survive the business storms that face most entrepreneurs.

4. **The Entrepreneur's "Moment of Truth"** comes when all the visualization, engineering, design, and planning is complete. It is the time to determine whether a "fire in the belly" will unbridle the entrepreneur's passion to commit unconditionally to the success of the dream.
5. **The Five Key Ingredients of an Entrepreneurial Vision:**
  1. A Tangible Annual Revenue Target
  2. A Specific Timetable for Success
  3. Define and Clarify "SPECIAL"
  4. Describe the Look and Feel of Future Success
  5. Determine Credible Landmarks for the Entrepreneurial Journey
6. **The Goal Setting and Benchmarking** stage is a process of establishing tangible, visible objectives to which each member of the Dream Team can relate. It is essential that every goal be obtainable and the path to obtain the goal clearly lit.
7. **The Articulation of the Vision or Lighting the Path** for others is the stage where the entrepreneur's architectural planning with attention to detail becomes apparent. The design, structuring, and planning create the true validity of the entrepreneurial concept. It is at the completion of this stage when the entrepreneur secures his first recruit and the Entrepreneur's Dream is on its way to realization.
8. **Sharing the Dream – Creating the Entrepreneurial "Dream TEAM"** defines the ultimate power of an Entrepreneur's Dream. The ability to share an Entrepreneur's Dream is entrusted to special and ultimately successful entrepreneurs. The power of sharing an Entrepreneur's Dream can be confirmed by the caring nature of the relationship between each employee and his or her entrepreneurial team leader.
9. **Building the Dream** is mostly hard work over an elongated journey defined by the entrepreneur and his team's perseverance and attention to detail. Discipline is the source of individual commitment to perseverance and maintains the attention to detail over an extended period of time.
10. **Living the Dream Every Day** is a mantra recited by entrepreneurs who are in touch with their dream, satisfied with the progress of the entrepreneurial journey, having developed an understanding of the purpose of the journey, and accepted the

levels of sacrifice and commitment required to be a successful entrepreneurial team leader.

11. **Finding Personal Success and Satisfaction in the Entrepreneurial Journey** should be the goal of each aspiring entrepreneur. Long before the journey ends, the successful entrepreneur will understand the entrepreneurial journey is the reward, the successful conclusion of the entrepreneurial journey is simply a validation of the decision to take this incredible and very special journey.
12. **Coaching other aspiring Entrepreneurs and TEAM Members in the Development of Their Individual Dreams** is the ultimate reward for expanding the time and resources to take the entrepreneurial journey. Sharing one's knowledge and assisting with the mentoring of others is a special reward and virtue of successful entrepreneurship. The ultimate achievement may be the title of Entrepreneurial or Partnering Coach.

## Chapter 16: Key Entrepreneurial Attributes

The Professional Entrepreneur should have the following attributes:

- The Courage of a Lion to stand against adversity and to take responsibility and go forward with conviction
- The Sales Eye of a Tiger to lead the company, via sales with confidence being dependent upon no one else
- A Caring Heart for a Relationship with a network of customers, vendors, employees, outside professionals, and the surrounding community
- The Desire to be something SPECIAL to seek the highest level of one's ability
- The Determination to succeed and the ability to commit unconditionally to success
- The Passion to inspire others
- The Will to make tough, correct decisions
- The Ability to coach and teach the TyRex Partnering 3P's: philosophies, principles, and practices
- The Integrity to make honest and sometimes very tough, fair decisions
- The Family Support to attempt and maintain the commitment to the entrepreneurial journey
- The personal Financial Support from family or others to attempt the entrepreneurial journey

If you possess most if not all of these attributes, you may have passed the first qualifier to becoming a certified Professional Entrepreneur.

## Chapter 17: Defining the Success of an Entrepreneur Dream

How do you determine when you have fulfilled your Entrepreneur Dream?

Regardless of your definition of success, there are a great number of characteristics successful businesspeople share. Even if you don't have all of these characteristics, most can be learned with practice and by developing a winning attitude, and setting levels of continuous goals. These goals will be met in incremental and measurable stages when you apply yourself.

Consider the case of two entrepreneurs. The first entrepreneur forms a new company that goes public. In a short time, the entrepreneur sells many of his shares. He becomes worth tens or hundreds of millions of dollars, now held in cash. Then a few years later, his public company fails and goes bankrupt.

The other entrepreneur starts a far more modest endeavor. His company grows to \$5 million in sales over eight years and maintains decent profitability along the way. He has satisfied customers and enjoys his business. He has strong, multiple sustainable relationships that he can count on and record their value.

The traditional measure of success says the first entrepreneur is more successful than the second is. However, I'd say the second person is quite possibly the more successful businessperson. The person who runs a solid successful company should outrank someone who spun straw into gold.

**Financial shrewdness does not necessarily formulate into successful entrepreneurship or complete the entrepreneurial journey.**

It is something you must ponder and carefully reflect on many times over the long journey.

Others will probably provide the answer to the question long before you salute your achievements. You should be able to see the success of your Entrepreneurial Dream mirrored in the faces of other team members whom you have included in your entrepreneurial journey. Determining the nature and quality of your entrepreneurial success may come from the recognition by groups with which you have established strong relationships, your employees, vendors, communities, and most importantly your customers.

Finally, you must begin to understand the acknowledgements of success when you achieve the title of "Entrepreneurial Coach."

## Chapter 18: Entrepreneurship in the 21st Business Century

Creativity, speed, and flexibility coupled with entrepreneurial spirit, passion, and sense of ownership will rule in the 21st Business Century. The entrepreneur has the ability to achieve a significant advantage in the globally competitive business world if the entrepreneur can perfect the concept of an entrepreneurial world that features the virtues of an Entrepreneur Dream propelled by creativity, speed, and flexibility.

Entrepreneurial ownership and commitment combines with an entrepreneurial spirit and passion to create and share this emotion to produce the fuel to power the Entrepreneur's Dream into the 21st Business Century.

The 21st Business Century will be an entrepreneurial driven world featuring:

- The creativity to invent solutions to complex global marketing problems
- The speed to affect change while emerging technology is still an effective option
- The flexibility to form efficient and time sensitive solutions to complex logistical situations
- The globalization of the entrepreneurial spirit of positive momentum and a laser-focus on achievable goals propelled by the power of a dream shared with employees and bound by multiple sustainable relationships

*Truth: Creativity, speed, and flexibility coupled with entrepreneurial spirit and passion will rule in the 21st Business Century.*

Every entrepreneurial success in the 21st Business Century will still be rooted in the entrepreneur's personal commitment to multiple relationships with customers, vendors, employees, outside professionals, support organizations, and the surrounding communities of the entrepreneur and their business entity.

Appendix



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**P**rofessional  **E**ntrepreneur <sup>®</sup>

## Appendix A. Test Yourself

### True or False Questions:

Name: \_\_\_\_\_ Date: \_\_\_\_\_

1. Benchmarking and Goal setting provides the opportunity for the entrepreneur to articulate the dream to the “Dream Team.”  
(True or False)
2. Many entrepreneurs know how to articulate or share their dream with others.  
(True or False)
3. Selected employees must be included in the “Dream Team” in order to sustain maximum positive forward energy.  
(True or False)
4. The dream is the single most important key to an entrepreneur’s success.  
(True or False)
5. The individual who can transform employees to entrepreneurial participants owning a piece of the dream will create the ultimate entrepreneurial success.  
(True or False)
6. There are five key ingredients in a credible dream.  
(True or False)
7. The vehicle that TyRex uses to form and format the Dream Team is a Mazda-3.  
(True or False)
8. There are twenty stages of the Entrepreneur’s Dream.  
(True or False)
9. The prospective entrepreneur must possess a caring heart in order to successfully share an Entrepreneur’s Dream.  
(True or False)
10. It’s not as important to live the dream as it is to articulate the dream.  
(True or False)
11. The dream has no relationship to community citizenship.  
(True or False)
12. Goal setting and benchmarking is not important at the first stages of the entrepreneur’s success path.  
(True or False)
13. Most of the time, emotion plays no part in the Entrepreneur’s Dream. (True or False)
14. A successful entrepreneurial relationship is between the entrepreneur and their employees, vendors, customers, and community.  
(True or False)
15. The Entrepreneurial Dream has no influence on today’s business world.  
(True or False)

## Multiple Choice Questions

Name: \_\_\_\_\_ Date: \_\_\_\_\_

1. Dreams give the following to an entrepreneur's business life:
  - a. Direction and purpose
  - b. A new car of their choice
  - c. No clear path
2. The engineering of an Entrepreneurial Dream deals with:
  - a. Validity of the concept
  - b. Processes in making the dream come true
  - c. A higher education degree
3. The architecture of the Entrepreneurial Dream deals with:
  - a. Business guidelines
  - b. Nuts and bolts of structures and processes
  - c. None of the above
4. The Professional Entrepreneur® is most often:
  - a. Able to articulate their vision
  - b. Not able to articulate their vision
  - c. None of the above
5. The magnetic attraction of the dream is sourced and transmitted by:
  - a. Emails
  - b. Strong marketing verbiage
  - c. Entrepreneur's emotion
6. Twelve (12) stages of the Entrepreneur Dream includes:
  - a. Joining a networking group
  - b. Goal setting and benchmarking
  - c. a and b
7. The key ingredients of an entrepreneurial vision include:
  - a. Describing the look of future success
  - b. Tangible annual revenue target
  - c. Specific timetable for success
  - d. b and c
8. The creation of an entrepreneurial concept begins with:
  - a. A Starbucks latté
  - b. A business plan
  - c. Inspiration and clarity
9. Living the Dream every day is:
  - a. Not so important to success
  - b. A mantra demonstrating commitment
  - c. Required by the IRS
10. An entrepreneur must have:
  - a. Passion and desire
  - b. Ability to pass on tough decisions
  - c. None of the above

### Three Short Essay Questions

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Please record your responses to the short essay questions.

A) Explain the relationship between the Entrepreneur's Dream and community citizenship.

B) List the twelve (12) stages of an Entrepreneurial Dream. First try, without referring to Chapter 5, page 12, or Chapter 15, page 18.

C) List the eleven key entrepreneurial attributes the Professional Entrepreneur® must have. First try, without referring to Chapter 16, page 21,

## 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 Global 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-5, Fundamental Entrepreneurship Dream Manual.

<b>Truth</b>	Indicate understanding level 1-5 (5 highest)
I understand that the “dream” is the single most important ingredient toward the Entrepreneur’s success.	
I understand that being able to clearly articulate the Entrepreneurial Dream lights the path to success.	
I’ve learned the five key ingredients in a credible entrepreneurial dream.	
I’ve learned the twelve stages of a successful entrepreneurial dream that leads to success.	
I’ve learned how the entrepreneur’s dream supports employee well-being as well as community citizenship.	
I’ve learned that being able to visualize it is the moment of truth and conviction for the Entrepreneur, and is key to their success.	
I’ve learned why being able to clearly articulate the “dream” creates a magnetic attraction.	
I’ve learned why the five key ingredients of an entrepreneurial dream are important.	
I’ve learned how the entrepreneur’s emotion drives success.	
I can articulate the twelve stages of an entrepreneurial dream.	

I understand that the entrepreneur’s dream clearly articulated can lead to valuable relationships.	
I understand how employees are a key element in the success of the “dream”.	
I’ve learned what the Entrepreneur Dream Team is and why it’s important.	

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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](mailto: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.

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### 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.