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*Fundamental Entrepreneurship*

**The Definition Of A  
Professional Entrepreneur®**

# STREETSMART MBA®

Module A-6, Seq. #3 ✦ [tyrexlearningfoundation.com](http://tyrexlearningfoundation.com)

## Fundamental Entrepreneurship

### The Definition of a Professional Entrepreneur A-6, Seq. #3

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

## **The Definition of a Professional Entrepreneur**

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Published in the United States of America 2017 by The TyRex Learning Foundation  
ISBN 978-1-947371-02-6

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The Definition of a Professional Entrepreneur

A-6, Seq. #3

Latest Update: 2/19/19

## Tables of Contents

Preface .....	iv
A Coach’s Story .....	v
Chapter 1: Module Overview .....	1
Chapter 2: Defining a Professional Entrepreneur .....	3
Chapter 3: Professional Entrepreneur vs. a Traditional Entrepreneur.....	4
Chapter 4: Ten Basic Characteristics of a Professional Entrepreneur.....	5
Chapter 5: A Special Program for TyRex Leadership Entrepreneurs.....	9
Chapter 6: The TyRex Leadership Professional Entrepreneur’s Self Evaluation .....	10
Chapter 7: Mapping the Entrepreneurial Journey .....	15
Chapter 8: On Becoming a Successful Professional Entrepreneur.....	17
Chapter 9: TEi’s Role in Educating the Professional Entrepreneur.....	19
Chapter 10: The Role of a “Professional Entrepreneur” In the 21 <sup>st</sup> Business Century	20
Chapter 11: 10 Basic TyRex Leadership Conditions of Satisfaction.....	21
Chapter 12: Fundamentals of TyRex Leadership .....	23
Chapter 13: The Need to Understand Individual Sacrifices.....	24
Chapter 14: The Ability to Adapt to a New and Unique Life Style .....	25
Chapter 15: Top 10 Reasons Why Some Entrepreneurs Fail .....	26
Appendix .....	27

## Preface

All Entrepreneurs are defined by someone they respect...  
either striving to live up to their expectations  
or ...  
attempting to disprove their criticisms and doubts

Dr. Will Spong

*Individual or personal entrepreneurial development in modern day business communities, especially corporate business communities, exists in a negative environment of competitive peer and management criticism, thus inducing individual self-doubt with resulting diminished self-confidence and creativity. The survival of the fittest business concept guides many individual and corporate development programs today.*



*This management concept will not thrive in the 21<sup>st</sup> Entrepreneurial Business Century.*

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

*What if we could create an entrepreneurial structure that promotes individual self-confidence, provides educational programs for entrepreneurial growth with on-the-job mentoring and business coaching from successful, experienced entrepreneurs, and encourages individual creativity and personal business development? This is the goal of The TyRex Entrepreneurial Institute.*

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

## A Coach's Story

### A Coach's Story Defines Professional Entrepreneurship

All Entrepreneurs have a story to tell. Every story is as different and distinct as the personality of its author. However, the more interesting aspect of these stories is their similar characteristics of courage, leadership, critical decision-making, and the willingness to sacrifice, etc. As you hear the many stories of entrepreneurs, you soon discover there are essentially two primary types of entrepreneurs – traditional and professional.

My personal story is the epitome of a Professional Entrepreneur. All my life I have been associated with independent, creative thinking people in a mixture of both traditional and professional entrepreneurial environments. I spent my early business development years working with my entrepreneurial father and uncle (traditional). During my teens, I worked for a farmer (professional) and during my college years, I worked for a variety of entrepreneurial businesses (mostly traditional). The first five years of my adult business career was spent working for two large entrepreneurial (traditional) businesses. The next five years I worked for a Fortune 200 (professional) company that over thirteen years later acquired 235 (mostly traditional) entrepreneurial companies. After moving to Austin, Texas, I next worked for two groups of young entrepreneurs (both very traditional) followed by my association with Jim Hoover and Bill McCormick at IDM Corp. (extremely professional). In 1995, after 22 years as an intrepeneur (someone who associates themselves with entrepreneurs, or a business professional operating in an entrepreneurial environment), I co-founded both Tyrex Group, Ltd., in Austin, Texas, with Andrew Cooper and Almond Street Cold Storage in Abilene, Texas, with Larry Jones.

The truth is I never ran a company until August of 2014 and that was by necessity in the middle of a business crisis. Although as of 2018, I am entrepreneurially associated by controlling ownership in 17 entrepreneurial businesses. I do not manage or run any of them by myself. Far from it. I have found partners and TEAM member relationships in every single one. This has allowed me to add to my very sacred titles of Coach and Mentor, the title of Leader to Entrepreneurs and Their Special Business Families.

All my life I have been addicted to entrepreneurial spirit and passion; yet as an intrepeneur transformed into an entrepreneur, it was always important to approach a business professionally and share the success with my coworkers and employers. I believe I exemplify the transition from entrepreneur to Professional Entrepreneur. My hope is to help other entrepreneurs alleviate their fears of entrepreneurship and cross over into their own professional entrepreneurship to help them make the successful leap across the entrepreneurial chasm in less than the 22 years it took me. Time, energy, family support, and a creative mind are all the primary resources an entrepreneur needs to pursue their Dream.

## **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 Professional Entrepreneurial module.

### **The following are the TyRex Truths or TEi. Entrepreneurial teaching points for The Definition of a Professional Entrepreneur A-6.**

- Professional Entrepreneurs are much different from traditional entrepreneurs. However, they do have some common characteristics. By examination of this module, you will be able to determine which type of entrepreneur you are.
- You may determine the entrepreneurial life is not for you or your personal family.
- Entrepreneurial leadership is very demanding on the entrepreneur and their personal family.
- Entrepreneurial business success has a low probability.

### **Why take this TEi Module?**

- This StreetSmart MBA module, The Definition of a Professional Entrepreneur, A-6, is a great first assessment for self-evaluating your entrepreneurial characteristics as well as gaining a general knowledge of the physical and mental requirements to participate in an entrepreneurial business start-up.

## Chapter 1: Module Overview

### *“Championing a new business warrior in a highly competitive global business arena – the Professional Entrepreneur”*

The purpose of this module is to recite and define the virtues of a new 21<sup>st</sup> Business Century warrior, who not only has an enlarged arena to compete in, but a new century in which to begin the competition.

The combining of two words, professional and entrepreneurial, is an attempt to change and tame one word: entrepreneur. We shall attempt to do this while motivating, exciting, and spiritualizing the other word: professional. Together the combination of these two words creates and defines a new business management paradigm, a new business manager who is better educated and more suited to participate and succeed in the faster paced 21<sup>st</sup> Entrepreneurial Business Century. **Professional Entrepreneurs<sup>SM</sup>** face challenges in an ever-competitive global marketplace. They will succeed by combining their newly developed functional skill sets of speed, flexibility, and creativity, along with refined global logistics capabilities within an enlightened cultural skill set of entrepreneurial innovation, education, and culture.

The 21<sup>st</sup> Entrepreneurial Business Century has arrived and invites individuals and companies with the appropriate skill sets the opportunity to participate and succeed in the fast paced, ever increasing competitive global business world. It is the age of the Professional Entrepreneur, and the beginning of the 21<sup>st</sup> Entrepreneurial Business Century.



The roots of Professional Entrepreneurship may be found in the belief that American businesses today are complex and diversified with technically trained individuals who are becoming a society with much greater entrepreneurial characteristics than their business ancestors. Assuming this is true, the question then becomes two-part:



1. Is this change in the characteristics of the American business worker a result of the change in the tempo and increasingly competitive business environment—a change necessitating and mandating business management to encourage their workforce to move in this faster paced, self-reliant direction?

**OR**

2. Has the American workforce (their very substance rooted in migratory, independent, and revolutionary ways) always possessed these entrepreneurial characteristics but due to recent technological advancements have just now had the opportunity to utilize and express them?

What we know for certain is that technology has changed the pace of technological development in the new 21<sup>st</sup> Business Century. We also know that **speed, flexibility, and creativity** will characterize successful 21<sup>st</sup> Business Century Companies in the future. Today, global thinking combined with global material logistics is becoming a necessity for survival. What most large corporate businesses do not know is how to develop the leadership skills needed for this competitive, fast-paced global environment.

TyRex’s Entrepreneurial Institute, TyRex’s Leadership Programs, TyRex Entrepreneurial Family Relationship Cultural Programs, and the TyRex’s Community Leadership Programs are all designed to connect entrepreneurial exploration, innovation, education, and culture while developing the leadership skills of the 21<sup>st</sup> Entrepreneurial Business Century.

## Chapter 2: Defining a Professional Entrepreneur

### The Definition of a Professional Entrepreneur

The definition of a “Professional Entrepreneur” is an individual who has the creativity, passion, desire, and technical ability to not only be a successful entrepreneur, but also has the personality and business savvy to survive in a large professional organization. These individuals have the insight and ability to engineer and architecturally design a Dream with an Inspired Vision. Without the understanding of a clear path and an organized plan with external validation of the entrepreneur’s concept, these individuals will stay within the protected walls of the corporate organizations, managing their frustrations while re-directing their creative energies to outside interests.

The “Professional Entrepreneur” is a new management term used to describe an individual with both professional management skills and true entrepreneurial instincts. It is someone who possesses the ability to understand the basic business acumen necessary to first survive and then develop their own creativity after first discovering the source of their passion. They must then articulate, shape, and share their inspiring entrepreneurial dream with other members of their entrepreneurial family.

A Professional Entrepreneur has multiple business-related qualities. They have the ability to understand the necessity of multiple, complex relationships with vendors, employees, communities, and especially with their customers. They approach business challenges professionally, but rely heavily on their instincts. They possess the ability to shape and share their vision with others. These individuals desire to participate in a business with a true mission and business purpose, giving themselves a sense of self-worth and social business values.

A Professional Entrepreneur is an individual with a determination to make a high water mark, but also possesses the personal and professional characteristics necessary to establish multiple, sustainable relationships.

A TyRex Professional Entrepreneur can understand and visit their customer’s world, work within its structural design, and benefit from its business opportunities by committing to the success of their business entity leaders, their managers, and workers.

## Chapter 3: Professional Entrepreneur vs. a Traditional Entrepreneur

The Definition of a Traditional Entrepreneur:

*A maverick of an individual who will not work for anyone but himself or herself, but more importantly, it is an individual that no one would hire to work for their company. Therefore, by default they are entrepreneurs.*

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

### CHARACTERISTICS THAT SEPARATE PROFESSIONAL ENTREPRENEURS FROM TRADITIONAL ENTREPRENEURS:

- Independent Nature – Traditional
- Charismatic Personality – Usually More Traditional
- Ability to Shape and Share an Inspired Vision – Professional
- Ability to Conform to a Structural Environment Yet Stay Creative – Professional
- Ability to Form Multiple, Complex Relationships – Professional
- Ability to be Coached and Mentored – Professional
- Ability to Make Blind Faith Non-Financial Based Decisions - Traditional

### CHARACTERISTICS THAT ARE COMMON TO BOTH TRADITIONAL AND PROFESSIONAL ENTREPRENEURS:

- Passionate About Their Businesses
- Courage Under Fire
- Time Sensitive Decision-Making
- Ability to Make Great Sacrifices
- Great “From the Gut” Instincts
- A Strong Desire to Run and Manage Their Own Company
- A Quick Study of Business Situations

Two major characteristics separate the Professional Entrepreneurs from the traditional entrepreneurs. Professional Entrepreneurs can shape their dream into an inspired vision that others can see and the ability to invite others to share in their future dream as well.

Additionally, these entrepreneurs have the ability to combine professional management techniques (i.e., a structured environment) with traditional entrepreneurial characteristics (i.e., instincts).

Both traditional and professional entrepreneurs may possess the basic understanding to run and manage their own company. The Professional Entrepreneur typically has a vision with greater depth with a more complex goal of being **SPECIAL** and not just successful that requires committed individuals with shared responsibilities to succeed.

## Chapter 4: Ten Basic Characteristics of a Professional Entrepreneur

### 10 Basic Characteristics of a Professional Entrepreneur

1. Listens and Learns from Others (Coachable)
2. Self-Confident (with Controlled Arrogance)
3. Calculated Risk Assessor, Not a Risk Taker
4. Creative, Inventive, and Innovative
5. Optimism and Attitude with a Positive Disposition
6. Hardworking, Dedicated to Mission, and Commitment to Cause
7. A Caring Heart for Others
8. The Ability to Create, Shape, and Share a “Dream with an Inspired Vision”
9. An Ability to Commit to Strong, Multiple Complex Relationships
10. Combines Instinctual Feelings with a Technical Financial Base and Decision-Making Foundation

*Participation in youth team sports activities teaches teamwork, leadership, and critical decision-making skills, but most important and above other developmental activities, it teaches individual self-confidence and the ability to compete successfully.*

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

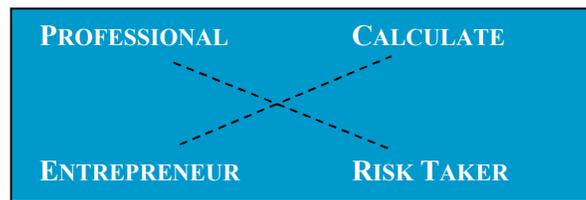


The basic characteristics of a Professional Entrepreneur begin with Teamwork, Leadership, and Critical Decision-Making skills. These characteristics coupled with business entrepreneurial education can provide the foundation for becoming a Professional Entrepreneur.

1. **Listens and Learns from others (Coachable).** A major distinction between a Professional Entrepreneur and a Traditional Entrepreneur is the ability to listen and learn from others. This ability allows the Professional Entrepreneur to advance through coaching and mentoring by successful, experienced entrepreneurs.

2. **Self-confident (with a controlled arrogance).** Arrogance only has a place in the backroom of professional entrepreneurs. Setbacks and learning experiences acquired through failed business initiatives can only be absorbed from the self-confident Professional Entrepreneur who keeps their arrogance in check. It seems only appropriate that the genesis of self-confidence is arrogance. However, one can only achieve true professional entrepreneurial business success in the absence of arrogance.
3. **A Calculated Risk Assessor, Not a Risk Taker.**

Observe these two columns.



The 21<sup>st</sup> Entrepreneurial Business Century's Professional Entrepreneur is a quick study, able to make timely decisions with incomplete but competent information. Most entrepreneurs begin finalizing their business decisions with 75-90% information. Most professional managers start making their final decision when the committee returns its no-responsibility opinion underscored by the advice of an outside consultant. Time and money are limited resources to a Professional Entrepreneur. Two luxuries an entrepreneur does not typically have time or resources for is to make major or multiple mistakes.

4. **Inventive, Innovative, and Creative.**

These three professional entrepreneurial characteristics all intertwine together. Inventive is the sourcing of ideas, while innovative usually describes the application of problem-solving techniques to business obstacles. Creativity on the other hand, is an entrepreneurial mindset which when ingrained into the culture of a company, produces extraordinary business results.



## 5. Optimistic Attitude with a Positive Disposition

If you don't completely and fully believe in your personal ability and the capabilities of your team, don't even try to start a business. The primary reason most entrepreneurs in TyRex's Leadership Programs take five years to reach Partner-in-Charge Status is their need to develop self-confidence and the ability to determine the staying power of their confidence when weathering business storms.

At TyRex, we reinforce our optimistic nature and culture by finding and understanding luck. When we find "good luck" pennies, we place them in the "Wall of Luck" jar as it provides the finder three days to secure a business opportunity. Luck and optimism are essential pieces of an entrepreneur's success. If you don't believe you are lucky, you most likely won't be.

## 6. Hardworking, Dedicated to Mission, and Commitment to Cause

Hard work is a prerequisite in start-up and developing entrepreneurial companies. Hard work in entrepreneurial companies cannot sustain itself without a dedication to mission (business goals) and a strong commitment to cause (business purpose).

## 7. A Caring Heart for Others

Professional 21<sup>st</sup> Business Century Entrepreneurship is about multiple and complex relationships. True relationships are rooted in the ability to have a caring heart for others. The foundation for a Professional Entrepreneur's caring heart is in community citizenship, especially youth programs. If you can't commit to a youth program relationship, then you probably don't possess the compassion and qualities necessary for a professional entrepreneurial business venture.



## 8. The Ability to Create, Shape, and Share a Dream with an Inspired Vision.

Independence and the ability to run and manage their own business are the traditional motivators for most entrepreneurs. A 21<sup>st</sup> Entrepreneurial Business Century Professional Entrepreneur reaches this goal as a stepping-stone toward creating and shaping their Dream. The Inspired Vision of their dream and the ability to articulate, shape, and share their Dream with others is the magnet that attracts the team and family of spirited entrepreneurial individuals who are vital to the success of the business team's journey. These dedicated and loyal workers will align their energy to achieve superior business achievements. These are the essential ingredients required to reach the Entrepreneurial Dream plateau of inspired visions and, eventually, success.

## 9. An Ability to Commit to Strong, Multiple Complex Relationships.

*“If relationships are sourced by a ‘Caring Heart,’ then the alignment of strong, multiple relationships become the primary resource for superior business performance.”*



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

Professional Entrepreneurs are the coordinators of multiple, complex relationships that include customers, vendors, employees, and their surrounding communities. Organizing, structuring, and aligning these multiple, complex relationships is essential in reaching the superior performances platforms of companies seeking the status of **SPECIAL**, instead of content with just being successful.

## 10. Combines Instinctual Feel with a Technical, Financial Based Decision-Making Foundation

Professional Entrepreneurs must work to develop trust in their business instincts. While this comes more naturally for traditional entrepreneurs, Professional Entrepreneurs must develop their instincts to complement their professional business information-gathering skills to maximize their decision-making skills. The combination of these two distinctly different capabilities coupled with the ability to manage them for reaching superior results should be the goal and primary business objective of every Professional Entrepreneur.

## Chapter 5: A Special Program for TyRex Leadership Entrepreneurs

TyRex's Entrepreneurial Leadership Program combines three important business disciplines:

- (1) A Basic Entrepreneurial Business Classroom Education
- (2) On-the-Job Entrepreneurial Business Skills Training
- (3) Coaching and Mentoring by Real World Entrepreneurial Experienced and Successful Business Coaches

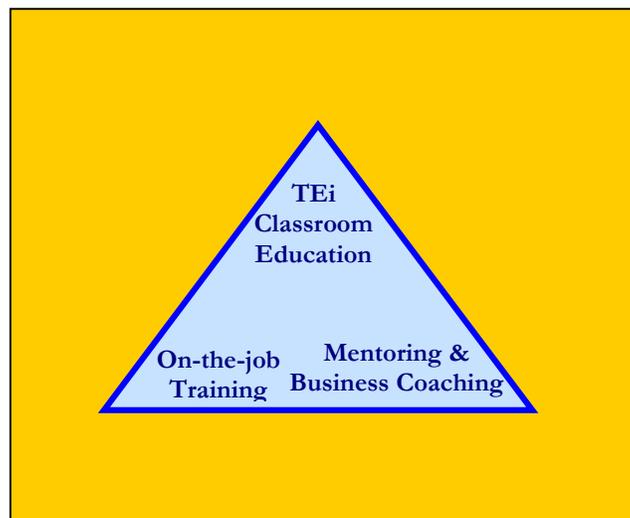
### TyRex's Triangle of Entrepreneurial Training for Professional Entrepreneurs

The genesis of TyRex's Triangle of Entrepreneurial Training for Professional Entrepreneurs is derived from a variety of sources, both internal and external to TyRex's Entrepreneurial Institute (TEi).

This business management design, and I say with no less than a 100% confidence, is the most successful approach to building entrepreneurial business managers and leaders of the 21<sup>st</sup> Business Century there is today.

In an April 5<sup>th</sup>, 2002, *Austin Business Journal* article on start-up companies, the National Business Incubator Association stated that approximately 80% of businesses supported by an incubator go on to be successful. This support for aspiring entrepreneurs is the goal and objective of the TyRex Entrepreneurial Institute (TEi). Translating this data to individuals as well as their related business' success offers a very interesting insight into the challenges of 21<sup>st</sup> Business Century Management programs. I believe the combination of an entrepreneurial classroom environment coupled with on-the-job training, real world business experiences, and support by a proven, committed mentor and business coach offers the best chance of success for a Professional Entrepreneur.

#### The TEi Entrepreneurial Triangle



## **Chapter 6: The TyRex Leadership Professional Entrepreneur's Self Evaluation**

To determine if you possess the basic characteristics of a Professional Entrepreneur and prior to being accepted into TyRex's Leadership Program, you must study and complete the following entrepreneurial educational programs and tests.

### **Introduction to Professional Entrepreneurship**

The Introduction to Professional Entrepreneurship is an essential resource to begin your self-study of professional entrepreneurship. It is an attempt to provide a comprehension of start-up entrepreneurial business awareness. Additionally, it provides prospective entrepreneurs with intelligent and intellectual decision-making resources and capabilities about their own professional entrepreneurial characteristics and capabilities.

### **Commitment to Time**

A successful Professional Entrepreneur must maintain three distinct senses of time. It takes an average of five years for a dedicated Professional Entrepreneur to acquire the necessary self-confidence, sales leadership, and general business acumen to manage and run their business entity independently. The ability to persevere and not get frustrated is a virtue of professional entrepreneurship.

The successful Professional Entrepreneur must maintain a sense of time regarding these achievements in their quest for the ultimate business reward, i.e., reaching the high watermark of their business ascent. A start-up business can take up to 15 years to achieve the first level of initial business success, i.e., reaching the entrepreneur's first dream plateau with an inspired vision.

Additionally, the successful Professional Entrepreneur must always think in terms of a 15 to 50-year business commitment. The commitment to the business' longevity will establish the strong structural foundation that is necessary to navigate through the expected stormy business cycles.

### **Shaping and then Sharing a Dream with an Inspired Vision**

TyRex entrepreneurs must distinguish themselves by possessing the ability to create a Dream with an Inspired Vision

-  A vision so inspiring that it will attract others
-  A vision with a strong sense of clarity and purpose

- ✦ An inspiring vision with a roadmap so detailed that the TEAM members will know their precise roles and responsibilities as well as their individual, but shared opportunities coalescing into a single alignment of individual, personal commitment and energy, i.e. a Business Singularity.

## Family Support and the Initial Financial Capabilities

### Family and Financial Considerations

Please check each box applicable to your abilities and capabilities

- ✦ Money should not be the motivating factor regarding the commitment to pursue a professional entrepreneurial career.
- ✦ The primary family financial considerations must be balanced with the initial compensation program. (Beware deficit cash outflows.)
- ✦ The possibility of financial sacrifice must be acceptable to the prospective entrepreneur and his or her family.

Family financial considerations are a reality, which must be dealt with honestly and appropriately. Experience has found that prospective entrepreneurs with too many family and financial responsibilities may be prohibited from seeking a TyRex style entrepreneurial career or at a minimum postpone the launch until family financial considerations are properly aligned.

### THE ENTREPRENEURIAL FINANCIAL EQUATION

FAMILY FINANCIAL CONSIDERATIONS MUST BE ≡ OR < THE  
BEGINNING ENTREPRENEURIAL COMPENSATION PACKAGE  
+ A DISASTER FINANCIAL RESERVE

If you can honestly state that your family financial considerations are less than the beginning entrepreneurial compensation provided, you may be qualified to pursue an entrepreneurial career.

If your family financial considerations are not acceptable to pursue an entrepreneurial career, please keep working to secure a positive Entrepreneurial Financial Equation. The financial and emotional threat to you and your family may be way more than anyone would choose to risk. Think this through very carefully.

## The Ten Essential Entrepreneurial Questions

The following ten questions comprise the essential foundation and the business creed of a Professional Entrepreneur.

### DO YOU HAVE...?

1. The **Courage** of a Lion to stand against adversity, shoulder responsibility, and go forward with conviction? (YES or NO)
2. The **Sales Eye** of a Tiger to singularly lead the company with confidence via the sales or revenue the business is so dependent upon? (YES or NO)
3. The **Caring Heart** for a Relationship with a community of customers, vendors, employees, and the surrounding community? (YES or NO)
4. The **Desire** to do or be something **SPECIAL**—to seek the highest level of one’s ability? (YES or NO)
5. The **Determination** to succeed and the ability to commit unconditionally to nothing short of success? (YES or NO)
6. The **Passion** to inspire others? (YES or NO)
7. The **Will** to make tough, ethically right decisions? (YES or NO)
8. The ability to **COACH** and **TEACH** other prospective aspiring TyRex Leaders? (YES or NO)
9. The **Integrity** to make honest and fair decisions? (YES or NO)
10. The **Family** and **Financial Support and Commitment** to attempt the long entrepreneurial journey? (YES or NO)

If you answered all ten questions “yes,” you may be qualified to pursue an entrepreneurial career.

If you answered a single question “no,” you will need to work on correcting the situation before advancing to the next set of qualifications.

## Various TyRex Entrepreneurial Tests

Included in *An Introduction to Professional Entrepreneurship* are various tests designed to give insight into an individual's professional entrepreneurial abilities and capabilities. These self-assessment tests include areas such as essential leadership conditions of satisfaction, fundamentals of leadership, financial considerations, the need to understand individual sacrifices, and the ability to adapt to a new and unique lifestyle.

It also includes the top ten reasons entrepreneurs fail. However, true entrepreneurs never fail. Failure is just part of the design and process of an entrepreneurial StreetSmart MBA<sup>SM</sup> education. It is the information feedback and a learning experience for the aspiring entrepreneur to comprehend, assess, and use in developing a plan for future success!

### A Desire to be SPECIAL, Not Just Successful

-  Aspiring to be successful is an individual goal while seeking the statue of **SPECIAL** can be only accomplished with a TEAM.
-  Going beyond successful is both challenging and demanding as well as extremely time-consuming.
-  Connecting the Diamond Disciplines, succeeding with your TEAM, and sharing the rewards with business associates and team members all reach the core of human emotion.

Economic success is but a road marker  
on the Professional Entrepreneur's journey to becoming  
**SPECIAL**

## Inspired to Lead from the Front (The Entrepreneurial Sales Eye of a Tiger Leadership)

-  The key to entrepreneurial sales is personal relationships.
-  Understanding that relationships in entrepreneurial sales are simply about the Professional Entrepreneur expressing their emotion and personal commitment to customer service, quality, and product performance with competitive pricing and overall exceptional customer value.
-  Entrepreneurial selling is not about the art of selling. It is about relationships packaged with emotional and personal commitments.
-  Sales leadership evolves from the conviction of the entity's capabilities as well as the self-confidence of the Professional Entrepreneur to deliver and fulfill their part of the relationship commitment.

## Possessing the Entrepreneurial Courage and Conviction to Stay the Course

-  Entrepreneurial courage in the “Perfect Business Storm” comes from absolute conviction, commitment, and passion. You must believe!
-  Business is a series of cycles. Companies with a commitment to longevity must prepare for the recession as well as the growth cycle.
-  Entrepreneurial business success is usually defined by its longevity or time duration. It is nearly impossible to complete a business success cycle without experiencing at least one recession cycle. Therefore, it is imperative to stay the course.
-  Over my many years of business experiences, I have developed a business axiom, which I religiously subscribe to:

Nothing in business is ever as good or as bad as the prudent analyst says, nor do the cycles last as long as some will predict. When business can't get any better and the bulls are running in herds, or worse, as when the bears are hungry and mad, these are but signs that change is coming. Nothing lasts forever. Stay the course.

## Chapter 7: Mapping the Entrepreneurial Journey

### *The Entrepreneurial Journey over Entrepreneurial Time is a ...*

- ✦ 5-Year Entrepreneurial Development and Basic Business Growth Program
- ✦ Minimum 15 Years Business Growth to Reach the Business' Apex of Success
- ✦ 50-Year Mental Business Commitment for Developing a Strong Foundation with Strong Structural Supports

Mapping a successful Professional Entrepreneur's road to success is a journey with multiple business cycles designed for a period of significant time and duration.

**5**

### Mapping a 5-Year Entrepreneurial Development and Basic Business Growth Program

As mentioned earlier it typically takes five years of independently managing an entrepreneurial business unit or company along with five years entrepreneurial educational classroom instruction to become qualified to sit for the ultimate TyRex Leadership Board of Review- the position of running your own entrepreneurial business unit.

Mapping this five-year entrepreneurial development journey is a composite effort between the aspiring Professional Entrepreneur, his or her mentor and business coach, and their entrepreneurial classroom instructors and advisors. Collectively these individuals should begin:



**MAPPING THE JOURNEY by  
“Illuminating the Path and  
Creating the Road of Clarity” that  
Leads to the Professional Entrepreneur and Their  
Team to Business Success**

### **15** Mapping the Minimum 15-Year Business Growth Cycle to Reach the Business' Apex

For most entrepreneurial start-up companies, it takes a minimum of 15 years to reach the apex of the business opportunity. Therefore, any departure from the business by the entrepreneurial business leader before the end of the minimum 15-year commitment could leave the lion's share of the company's growth and subsequent financial reward to the next aspiring entrepreneur.

# **50** *Mapping the 50-Year Mental Business Commitment for Developing a Foundation with Strong Structural Supports*

The best Professional Entrepreneurial development and business growth results require a 50-year mental commitment to building the business.

Mapping the vision of this duration encourages the Professional Entrepreneur to build an organization with a strong, durable foundation. It allows for better mental stability when the business and its markets are in a recessionary cycle. Most importantly, it creates a unique excitement in conceptualizing and visualizing an organization built over a 50-year period with compound successes that generate new and greater resources with each revision of the business plan.



***“MAPPING THE JOURNEY” BY  
“ILLUMINATING THE PATH”  
CREATING THE “ROAD TO CLARITY”  
AND ULTIMATE BUSINESS SUCCESS***

## Chapter 8: On Becoming a Successful Professional Entrepreneur

### Taking the First Step

*“You have to first see yourself as a successful entrepreneur before you can become one.”*

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

Whether you enter a TyRex Leadership Program, participate in a TyRex entrepreneurial development program, or go at it alone, the Professional Entrepreneur can begin his or her journey with a basic understanding of Entrepreneurial business knowledge gained from TyRex’s Entrepreneurial Institute (TEi) program. These individuals will begin their entrepreneurial business career better educated, connected, and supported than entrepreneurs who choose to not engage in these TEi programs.

As a newly defined business warrior, the Professional Entrepreneur has more knowledge, resources, and technology weapons to compete successfully in the ever-increasing, competitive 21<sup>st</sup> Entrepreneurial Business Century.



However, the individual entrepreneur must take and successfully execute the first step. They must first see themselves as a successful Professional Entrepreneur. If they were to look at themselves, they would see the following successful entrepreneurial characteristics:

1. An individual who leans into the wind, i.e., moves with purpose and conviction.
2. A leader with a Sales Eye of a Tiger, i.e., building sales relationships with confidence.
3. A person who commands a presence with facial and body expressions of total self-confidence, i.e., an aura of energy, commitment, and capability with true business purpose capable of sourcing and inspiring others.

Recently, my son Nathan completed a research project for a college sociology course. The research project attempted to relate youth sports involvement with entrepreneurship.

Although very unscientific, it did produce two interesting possibilities. First, a much higher percentage of the population surveyed indicated they believed they had strong entrepreneurial characteristics, even if they were not put to use. And second, although the life skills were characterized by development in youth sports activities, it could be acquired in non-youth sports activities such as band, debate, choir, or other non-physical team competitive activities. However, participation in youth sports seemed to source the personal characteristics of self-confidence and greater self-worth. The study also seemed to suggest a greater understanding of competition, sacrifice for the good of the TEAM, and the confidence to engage and compete successfully.

Developing the entrepreneur's faith in the overall vision, business purpose, and individual business skills are necessary to entrepreneurial success. Just as important is the ability and confidence to survive in an economic downturn or business disaster, and then source one's confidence to lead others in a significant and opportunistic business recovery. For more information about Nathan's research project, please see the Appendix under the section entitled Special Course Materials.

## Chapter 9: TEi's Role in Educating the Professional Entrepreneur

The mission of TyRex's Entrepreneurial Institute is to become a magnet for collecting entrepreneurial knowledge by connecting to external entrepreneurial sources of information while sourcing individual real world entrepreneurial experiences from TyRex's Entrepreneurial Leadership Programs. Beginning with a TyRex Entrepreneurial Body of Knowledge and Laboratory shared with a world of Professional Entrepreneurs is a vision clearly seen if you focus on the needs of the 21<sup>st</sup> Entrepreneurial Business Century.

Supporting educational structures include TEi's library, guest lecturers, as well as TEi's Coaching and Administrative Staff.

TEi's Entrepreneurial Web-Centric Institute future includes an online interactive tie-in with academic universities, and links with various authors and speakers as well as interactive participation programs with other corporate and non-profit entrepreneurial educational programs.

Streaming Video via the Internet offers two-way interactive entrepreneurial classroom lectures with remote mentoring and business coaching.

### Understanding The "E" Knowledge to Create:

The 3 Entrepreneurial P's –

- Philosophies
- Principles
- Practice

"E" Knowledge, or Entrepreneurial Knowledge is philosophically intent on creating a cultural concept involving intangibles such as entrepreneurial leadership, company culture, multiple business relationships, and ultimately, to develop a successful program for "Professional Entrepreneurs."



**The TyRex  
Entrepreneurial Institute  
(TEi)**

## Chapter 10: The Role of a “Professional Entrepreneur” In the 21<sup>st</sup> Business Century

*Entrepreneurial thinking is a prerequisite to competing in the fast-paced 21<sup>st</sup> Entrepreneurial Business Century for cutting edge, innovative technology companies.*

*Technology itself has changed the pace of technological development. Additionally, it has created the ability for workers within structured corporate environments to develop and effectively utilize their entrepreneurial characteristics and entrepreneurial knowledge.*

*The 21<sup>st</sup> Business Century will reward companies who possess the entrepreneurial characteristics of speed, flexibility, and creativity.*

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

The role of the Professional Entrepreneur in the 21<sup>st</sup> Entrepreneurial Business Century is currently a developing role of both strategic business significance and importance. It is significant because these individuals will become the leading component and catalyst in establishing this decade’s strategic competitive advantages and will provide leadership roles for future successful, cutting edge technology-inspired companies.



Those individuals who find the capability and capacity to innovate, manufacture, and market technology products within the critical “time to market” window in the 21<sup>st</sup> Business Century will achieve their business success. The keys to achieving these 21<sup>st</sup> Entrepreneurial Business Century successes will be the development and successful implementation of company cultural programs, and aligning the team energies and global logistics of the company with entrepreneurial entity leadership characteristics of speed, flexibility, and creativity.

The Professional Entrepreneur who develops these characteristics and takes these lessons to heart is best suited to lead and succeed in the 21<sup>st</sup> Entrepreneurial Business Century’s highly competitive global arena.

## Chapter 11: 10 Basic TyRex Leadership Conditions of Satisfaction

The professional entrepreneurial position comes with individual responsibilities of leadership. *Please check each box applicable to your abilities and capabilities.*

**FIRST**, you must live the TyRex Leadership's Creed every day.

**SECOND**, you must demonstrate a passion and commitment to your employees. This passion and commitment must be visible 365 days a year.

**THIRD**, you will be expected to be a sales leader/business leader who leads the sales and marketing teams by example and from the front. You must become fearless in your personal quest for revenue.

**FOURTH**, you will be expected to demonstrate a solid work ethic with strong individual character. The ability to get the job done and a commitment to unconditional success! This may require extended hours or weekends with an attitude that professes whatever is necessary to get the job done right. To accomplish team goals, we must demonstrate a sincere and strong leadership commitment to working hard and intelligently.

**FIFTH**, you must maintain the highest level of commitment to customer service and quality without exception and place individual gain and/or short-term prosperity second to your commitment to customer service and quality.

**SIXTH**, you will be expected to provide the necessary effort and understanding for the success of the entity's financial foundation goals. Every month you will also be expected to maintain the company, division, or product group's strong financial ground while looking for improvement opportunities. A high level of budget and financial understanding is mandatory.

**SEVENTH**, you will be expected to participate in community services on behalf of the TyRex Technology Family. You must personally become a TyRex Community Citizen.

**EIGHTH**, you must demonstrate a “Caring Heart” for your employees.

**NINTH**, you are always expected to demonstrate the “Spirit of TyRex Leadership and Relationship” toward other individuals or entities in the TyRex Technology Family.

**TENTH**, you must make an individual and family commitment to the long-term 15-50 year “Built to Last” and “Built to Work” TyRex Leadership Programs, even if you honestly can’t see yourself in a long-term business relationship of this magnitude. Make the mental commitment.

If you can truly commit to the above conditions of satisfaction and responsibilities, you may be qualified to pursue a TyRex style entrepreneurial career. If you are not able to make a 100% commitment, you will need to work on correcting the circumstances before advancing to the next set of qualifications.

## Chapter 12: Fundamentals of TyRex Leadership

Please check each box applicable to your abilities and capabilities.

- ✎ **TyRex Leadership** is a family commitment first and foremost.
- ✎ A **TyRex Leader** must be totally committed to the “TyRex Leadership” concept.
- ✎ **TyRex Leadership** is a bonding of and belief in far more than financial goals.
- ✎ **TyRex Leadership** is a “Built to Work” concept with a “Built to Last” attitude and a mental time commitment of at least 15 years.
- ✎ **TyRex Leadership** is a commitment to other people’s (employees and fellow TEAM Leaders) success.
- ✎ The **Spirit of TyRex Leadership** is about the sharing of the Leader’s Vision... with a commitment to help and support other TyRex Leaders and TyRex Leader candidates.
- ✎ A **TyRex Leader** must have clarity of mind to create and visualize success.
- ✎ A **TyRex Leader** must always look after the interest of the company before any personal or individual interests.
- ✎ A **TyRex Leader** understands that a true business success is shallow without a shared family, employee, and community success.
- ✎ A **TyRex Leader** must be absolutely passionate about his/her work.
- ✎ A **TyRex Leader** must have the ability to inspire and lead others.
- ✎ A **TyRex Leader** must learn that clarity of purpose and a clear vision are essential regarding their entity’s stated goals and objectives.
- ✎ A **TyRex Leader** must learn the “**Art of Coaching.**”
- ✎ **TyRex Leadership** is based on **Trust, Respect, and Mutual Appreciation!**

Each TyRex prospective Leader must pledge their commitment to TyRex’s Fundamentals of TyRex Leadership.

Each TyRex Leader is encouraged to challenge each of the fundamentals of TyRex Leadership and modify them as needed to meet the challenge of a changing competitive business environment.

If you are able to pledge your commitment to the above leadership fundamentals you may be qualified to pursue an entrepreneurial career.

If you are unable to make a 100% pledge you will need to work on correcting the situation before advancing to the next set of qualifications.

## Chapter 13: The Need to Understand Individual Sacrifices

Personal or individual sacrifices appear in a variety of forms and areas of entrepreneurship. Each challenges the very sole of our entrepreneurial existence.

Please check each box applicable to your abilities and capabilities.

-  Personal family first, then employees, company, community, and finally, the entrepreneur.
-  Entrepreneurship (i.e., leadership) is a 24-hour a day commitment and responsibility.
-  Individual entertainment and social events may be interrupted by your company's commitments.
-  Personal hobbies become a matter of convenience to family while pursuing company demands.
-  Employee or business family member's distresses can create a major stress on the entrepreneur.
-  Leadership is a lonely place to work. Reinforcing the company's discipline on its employees and managers makes it even lonelier.
-  Others may pay the price for your mistakes. "Confidence" and a "Caring Heart" are the secrets to attempting these new challenges in spite of the possibility of making mistakes, which may personally affect others.
-  There are no guarantees in an entrepreneurial career. Personal and company disappointments are a part of the journey.

Individual sacrifices are very much a part of the entrepreneurial experience. They represent a constant examination of our commitment to challenge and the continued passion and commitment to our Entrepreneurial Dream.

If you can answer affirmatively to each possible individual sacrifice, you may be qualified to pursue an entrepreneurial career.

If you are not able to answer affirmatively to each of the above statements, you will need to work on correcting the situation before advancing to the next set of qualifications.

## Chapter 14: The Ability to Adapt to a New and Unique Life Style

Please check each box applicable to your abilities and capabilities.

- Time changes... your priorities of time may change.
- The buck stops with the entrepreneur. The Professional Entrepreneur must become used to always being the last decision-maker between the company and it's potential failure.
- Relationships change... you will need to develop a new understanding and appreciation of each relationship with your family, friends, business associates, etc.
- You must always be available to engage in business opportunities, i.e., during travel, social events, etc.
- Your personal family must be in sync with your entrepreneurial life style.

An entrepreneur's clock has a different tick...tick...tick. In order to be a successful Professional Entrepreneur, it is imperative that you become comfortable with "entrepreneurial time" and "entrepreneurial life."



If you are able to answer affirmatively to all of the above, you may be able to pursue an entrepreneurial career.

If you are not able to answer affirmatively to every statement, you will need to keep working on a program addressing the negatives before pursuing an entrepreneurial career.

## Chapter 15: Top 10 Reasons Why Some Entrepreneurs Fail

1. Never Tried! Never attempted the entrepreneurial journey.
2. No one believed in them! Never found the courage to begin the journey. No true family support and commitment.
3. Never had the clarity of an entrepreneurial road map. Unable to visualize, validate, or be inspired by their Entrepreneurial Dream.
4. Not enough real world business coaching and mentoring.
5. Afraid to sell. Never understood the reason or necessity for entrepreneurial sales leadership.
6. Didn't build a solid foundation for the company to survive during a downturn in the market. A foundation built on financial greed without a sense of business purpose and balance will not withstand the tides of economic downturns.
7. Too much sales success. The company ran out of financial resources to grow. Did not understand how to manage their financial resources in a growth market.
8. Didn't have the right financial controls and lost the ability to match financial obligations with the financial resources generated.
9. Management didn't have timely, accurate business information to make intelligent, informed decisions. The road curved but the company went straight ahead into the ditch.
10. The entrepreneur refused to share his or her Dream or develop the proper relationship with their entrepreneurial TEAM!

### **True entrepreneurs never fail...**

Failure is a natural event and a fundamental part of designing and building an entrepreneurial business success.

Entrepreneurs only fail when entrepreneurs use the word "quit" or the phrase "I can't."

Failure is just part of the process of entrepreneurial business design. It is the information feedback and a learning experience for future success!

Appendix



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Professional Entrepreneur®

## Appendix A. Course Test: The Definition of a “Professional Entrepreneur”

- Fifteen (15) True or False Questions
- Ten (10) Multiple Choice or Completion Questions
- Three (3) Short Essay Questions
- Extra Credit: A Personal Anecdote or Entrepreneurial Story Specifically Related to these Module Materials

TyRex’s Entrepreneurial Institute has committed a great amount of time and resources in addition to a considerate amount of experience in developing the Entrepreneurial Evaluation.



10 Entrepreneurial Questions



10 Basic Leadership Conditions of Satisfaction



Fundamentals of TyRex Leadership



Individual Sacrifices



The Ability to Adapt to a New and Unique Life Style



Essay Questions

Many factors compose the Entrepreneurial Evaluation. TyRex’s Entrepreneurial Leadership Program requires no out-of-pocket capital. However, financial and family considerations seem to have a significant influence on the entrepreneur’s ability to sustain a prolonged commitment to their entrepreneurial quest. It is the prospective TyRex Entrepreneurial leader’s responsibility to educate their families and secure the family’s long-term commitment!

Additionally, the entrepreneur must have a full understanding of the personal sacrifices associated with entrepreneurship. After successful commitments to (1) family, (2) employees, (3) company and (4) community many entrepreneurs may find little time for themselves. Some entrepreneurs are unable to balance these priorities sometimes developing a failing relationship with their family, etc. This, of course, is unacceptable and violates TyRex’s number one fundamental principle... the commitment to family is always first.

## Fifteen True or False Questions

1. The purpose of this course is to define the types of TyRex coaches. (True or False)
2. The purpose of this course is to describe the role and responsibilities of each type of TyRex Coach. (True or False)
3. The aspiring TyRex Leader's sponsoring partner provides the least significant on-the-job coaching to the aspiring professional entrepreneurial business manager. (True or False)
4. The ability of the aspiring TyRex Leader and successful Professional Entrepreneur to absorb multiple coaching is NOT essential. (True or False)
5. The inspirational coach provides the ability to inspire and motivate. (True or False)
6. TyRex's Leadership Program is self-paced. (True or False)
7. A professional 21<sup>st</sup> Business Century Entrepreneurship is about multiple and complex relationships. (True or False)
8. According to the Entrepreneurial Financial Equation, Family Financial Considerations Must Be = or > the Beginning Entrepreneurial Compensation Package + A Disaster Financial Reserve. (True or False)
9. The key to entrepreneur sales is sales relationships. (True or False)
10. TyRex Truths are not thought to be self-evident, but rather insightful pieces of knowledge that hold truths about professional entrepreneurial business management. (True or False)
11. Companies with a commitment to longevity need not prepare for a recession cycle as well as the growth cycle. (True or False)
12. Failure is not a natural event nor is it a fundamental part of designing and building an entrepreneurial business success. (True or False)
13. Mapping the vision of a 15-50-year business duration encourages the Professional Entrepreneur to build an organization with a strong, durable foundation. (True or False)
14. Money should be the sole motivating factor regarding the commitment to pursue a professional entrepreneurial career. (True or False)
15. The Spirit of TyRex Leadership is about the sharing of the Partnering Vision with a commitment to help and support other TyRex Leaders and TyRex Leader candidates. (True or False)

## Ten Multiple Choice or Completion Questions

1. How many legs are there to TyRex's Triangle of Entrepreneurial Training?
  - A. Four
  - B. Three
  - C. Five
  - D. None of the Above
2. Which of the following does NOT provide on-the-job coaching support for the aspiring Professional Entrepreneur?
  - A. The Press-Box Coach
  - B. The Sideline Coach
  - C. The Field Coach
  - D. All of the Above
  - E. None of the Above
3. Which of the following is NOT one of the Business Development Coach's entrepreneurial 3P's?
  - A. Patents
  - B. Principles
  - C. Philosophies
  - D. All of the Above
  - E. None of the Above
4. According to the author, there are \_\_\_\_\_ primary professional entrepreneurial coaching styles and coaching characteristics:
  - A. Four
  - B. Three
  - C. Seven
  - D. None of the Above
5. Which of the following is included in the basic characteristics of a Professional Entrepreneur?
  - A. Creative
  - B. Innovative
  - C. Inventive
  - D. All of the Above
  - E. None of the Above
6. Mapping an Entrepreneurial Development and Basic Business Growth Program takes:
  - A. Two years
  - B. Three years
  - C. Five years
  - D. None of the Above

7. Those individuals that find the capability and capacity to innovate, manufacture, or supply, and \_\_\_\_\_ technology products within the “time to market” window in the 21<sup>st</sup> Business Century will rapidly achieve their business success.
- A. market
  - B. hold
  - C. remove
  - D. All of the Above
8. The keys to achieving these 21<sup>st</sup> Entrepreneurial Business Century successes will be the development and successful implementation of cultural programs, and aligning the energy and global logistics of the company with the entrepreneurial characteristics of:
- A. speed
  - B. flexibility
  - C. creativity
  - D. None of the Above
  - E. All of the Above
9. Personal or individual sacrifices appear in a variety of forms and areas of entrepreneurship. They include:
- A. 24-hour a day commitment
  - B. Disruption of entertainment events
  - C. Postponement of pursuing personal hobbies
  - D. All of the Above
10. Top 10 Reasons why some entrepreneurs fail include:
- A. Never attempted the entrepreneurial journey
  - B. Being afraid to sell
  - C. Company ran out of financial resources to grow and/or sustain their business
  - D. All of the Above

## Essay Questions

1. Compare and contrast the Traditional Entrepreneur with a Professional Entrepreneur.
2. Are you a Traditional Entrepreneur or a Professional Entrepreneur? Please explain.
3. Explain TyRex's Triangle of Entrepreneurial Training Program.

## Appendix B. StreetSmart MBA® Professional Entrepreneurship Modules

- 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 Financial Programs necessary to manage and fundamentally financially control a growing company.
- D. Manufacturing Management and Controls** – Details the basic manufacturing controls and 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 the TyRex Truths

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

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

The following are the TyRex Truths, or TEi Professional Entrepreneurial teaching points for The Definition of a Professional Entrepreneur, A-6.

Truth	Indicate understanding level 1-5 (5 highest)
Professional Entrepreneurs are much different from traditional entrepreneurs. However, they do have some common characteristics. By examination of this module, you will be able to determine which type of entrepreneur you are.	
You may determine the entrepreneurial life is not for you or your personal family.	
Entrepreneurial leadership is very demanding on the entrepreneur and their personal family.	
Entrepreneurial business success has a low probability.	

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 programming 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.