



LOOK AT YOUR BUSINESS OR NEW BUSINESS IDEA THROUGH A FRESH PAIR OF EYES WITH REAL LIFE ENTREPRENEUR, ROB DEW!

MODULE 1: SEAFOOD CRC PROFESSIONAL DIPLOMA IN ENTREPRENEURSHIP

TOPIC: CREATIVE THINKING AND ENTREPRENEURSHIP

LOCATION: BRISBANE

DATE: 26th - 28th MARCH 2010

Entrepreneurship can be considered modern day piracy because entrepreneurs are successful by not slavishly obeying all the tradition 'rules' of business! This is because entrepreneurs do not think like other traditional business people. In this 3 day course you will learn how to think entrepreneurially from a real world practitioner and discover:

- * How successful entrepreneurs think differently about risk
- * How successful entrepreneurs evaluate innovation options rationally
- * The differences between entrepreneurial and non-entrepreneurial investments
- * Why true entrepreneurs hardly ever buy insurance
- * Why the entrepreneurial view of the world is controversial, schizophrenic and yet effective
- * The difference between business execution as "ready, aim, fire" and business as "fire, fire, fire"
- * The strategic constraints and design template for building successful new ventures
- * The four approaches for discovering new business opportunities:
- * Misering, Marketeering, Minimizing and Masterminding (and which ones are best)
- * Why successful entrepreneurs seem to be wired differently to the rest of us and how to mimic their mental wiring
- * How four powerful creativity tools are applied by successful entrepreneurs to the problem of business creation

FREE TO ATTEND !

How to Register for Module 1 or the Entire Program - Contact Emily Mantilla at emily.mantilla@seafoodcrc.com or phone 08 8201 7652 to secure your place now! Upon contact with Emily, she will forward you details of the Brisbane venue and the pre-reading material. Registrations close cob 19th March 2010



The Seafood CRC Professional Diploma in Entrepreneurship is proudly brought to you by the Australian Seafood CRC and the University of the Sunshine Coast and the University of Adelaide.

About the Seafood CRC Professional Diploma in Entrepreneurship:

If you have an existing seafood or fishing business or have an idea for a new product or process that will: Add value to seafood or reduce waste product, open a new market for Aussie seafood products, improve the consumer experience with seafood, reduce processing and distribution costs or create a new seafood product or business why not complete all 8 modules and walk away with a complete, professional business plan and a Professional Diploma (+ 24 credit points towards a Grad Cert. in Business Administration or 144 credit points towards a MBA with the University of the Sunshine Coast)? Other options are attending just the monthly stand-alone modules that interest you (8 different topics in different cities) or complete the Professional Diploma over a 2 year period (i.e. do half the modules in 2010 and the other half in 2011). To download your entrepreneur's information kit which outlines all the module topics and presenters - go to www.seafoodcrc.com home page or contact Emily Mantilla on the contact details above.