



# How To Be An Entrepreneurial Leader!

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**Entrepreneurial Leaders**  
ORGANIZATION

# *Outline*

- Intro: What's an "Entrepreneurial Leader"?
- Entrepreneurship
- Leadership
- Synergy of an Entrepreneurial Leader
- Conclusion: How To Be An Entrepreneurial Leader – Action Plan



# ***Introduction: Outline***

- John Wesley
- William Booth
- D.L. Moody
- Bobby Gruenewald
- Mark Burnett



# INTRODUCTION



Bobby Gruenewald, Founder, YouVersion Bible App & Pastor, Innovation Leader, Life Church, Oklahoma City, OK

# INTRODUCTION

2006 – Idea!

2007 – Launched Website

2008 – shut down website; move to Blackberry

2008 – App is one of first 200 on App Store

2008 (3 days later) – 83,000 downloads

2016 – 200 million downloads



# INTRODUCTION

- “We take a very entrepreneurial approach to how we reach people. Almost all of our leaders are former business people in terms of our backgrounds.”
- “...we have this explosion of tools and technology that has the potential to knit people together like never before in history.”

Bobby Gruenewald

# ***1. The Essence of Entrepreneurship***

- What is entrepreneurship?
- Perspectives:
  - Howard Stevenson
  - Larry Farrell
  - Jeffrey Timmons
  - Peter Drucker



# ***1. The Essence of Entrepreneurship***

1. Innovation
2. Seizing Opportunities
3. Self-inspired behavior
4. Doing Risk Analysis
5. Developing Entrepreneurial Habits



## ***2. Biblical Perspectives on Entrepreneurship: Risk***

- The “Parable of the Talents” – three responses to stewardship of talents
- the servant who took risk and generated a return was rewarded (Matt 25:14-30)



## ***2. Biblical Perspectives on Entrepreneurship: Creativity***

- God invites us to share God’s work in the world (we are doing “the Lord’s work” in many ways developing the potential of creation and humanizing the earth)
- God calls us to “fill the earth” (not just numerically but to bring the rule and glory of God into all creation)



### ***3. The Essence of Leadership***

What do leaders do?

- Influence
- Cast vision
- Create organizational culture
- Serve their followers



## ***4. Biblical Perspectives on Leadership***

What is leadership & where does it come from?

- Spirit-Gifting
- Circumstances
- The Community
- Making Followers into Leaders



# ***5. The Essence of Entrepreneurial Leadership***

Entrepreneurial Principles

+

Leadership Principles

=

Exponential impact!



## 6. **CONCLUSION : Example**

“I want to be a noisy Christian. I am passionate about telling biblical stories through mass media. Christians are presently the largest and most ineffective tribe in the world. The world will be won, when we are one.”



Mark Burnett, Hollywood Producer &  
Entrepreneurial Leaders Award Recipient 2013

## ***6. CONCLUSION: Entrepreneurial Leader Action Plan***

1. Your Role As An Entrepreneurial Leader
2. Your Priorities As An Entrepreneurial Leader
3. Your Next Steps As An Entrepreneurial Leader



# Thank You!

Richard (Rick) J. Goossen, PhD

*“The World’s Network for Christian  
Entrepreneurial Leaders”*

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