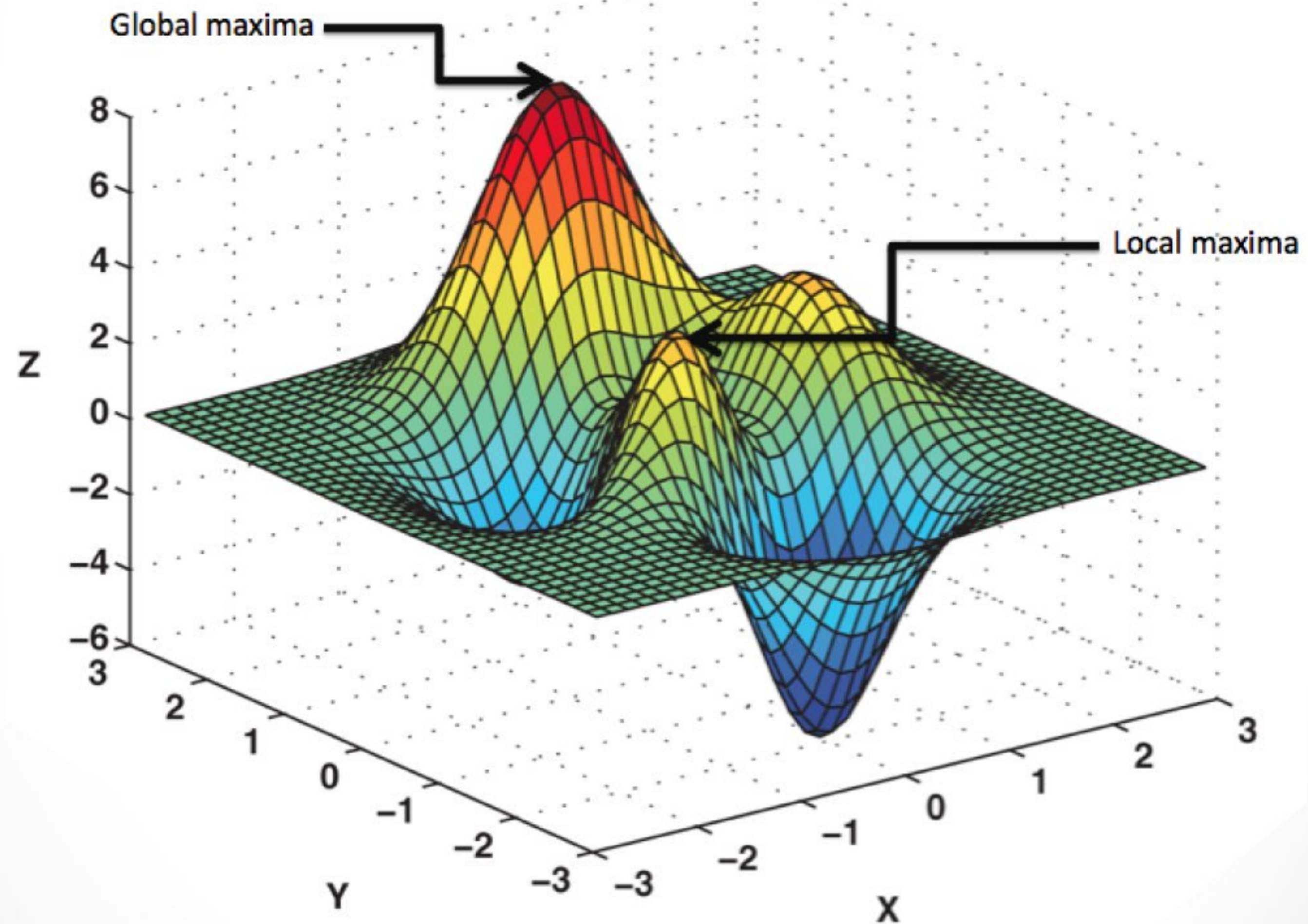




@econ4business



# Strategies For Entrepreneurs to Harness **EXTREME** Complexity

*The entrepreneur in a dancing rugged landscape.*

# Strategy **1**

From the perspective of my unique knowledge corridor, I believe I can see a peak and a path to get there.

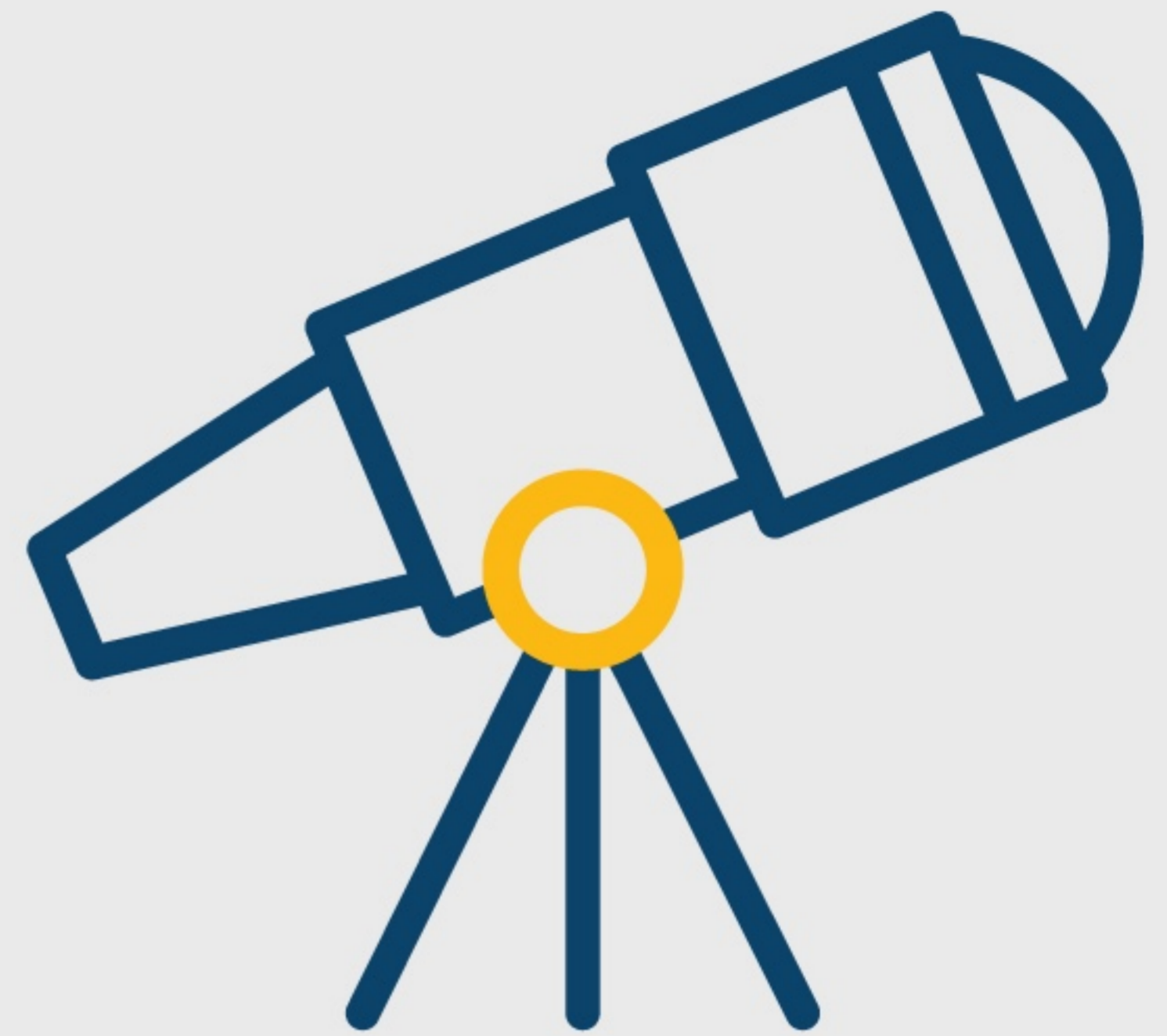


- ✓ Be humble: you may be wrong.
- ✓ Act fast: test, test, test to prove the peak and the path.
- ✓ Be agile: prepared to change or pivot when things change.
- ✓ Be aware of competition and fast followers and adjust accordingly.
  - ✓ Refine / redefine your niche to further differentiate.
- ✓ Build fortifying uniqueness around any peak you find.
  - ✓ Culture
  - ✓ Brand
- ✓ Build in continuous change and innovation.
- ✓ Assemble multiple peaks, reducing dependence on any single one.

*Dancing Landscape*

# Strategy 2

I have no idea where the peak is...



- ✓ Don't get trapped by hill climbing – potential dead ends and navigation errors.
- ✓ Run multiple experiments – small, medium and large.
- ✓ High speed of sorting through outcomes.
  - ✓ Big Pharma seeds multiple biotech startups, acquires winners.
- ✓ The customer need is the beacon:
  - ✓ Never fully understood.
  - ✓ Always changing.
  - ✓ The work of identifying it is never complete.
- ✓ There are no events (like product launches) only the continuous flow of searching and changing.

**DON'T**

Attempt To Plan;

**PURSUE**

Continuous  
Innovation!

