Case Notes

# Chapter 2: Practicing Entrepreneurship

## Dr. Jordan Jensen: Writer, Speaker, & Entrepreneur

### Summary

The story of Dr. Jordan Jensen provides a portrait of an a-typical entrepreneur, illustrating the point emphasized in this text that entrepreneurs come in a lot of different “shapes” and “sizes” to realize their dreams in a variety of ways. While traditional entrepreneurs typically develop and/or find a way to effectively market and sell a product or service, Jensen found a way to develop and market himself and his ability to effectively write and speak. After enduring much personal failure and flirting with bankruptcy, Jensen was able to turn things around to become a successful professional seminar facilitator. He also won the heart of a woman who agreed to marry him and that later landed a lucrative job with a Fortune 100 Company. Today, he is debt free and living his dream with the love of his life and their two children.

Analysis

Dr. Jordan Jensen’s personal narrative provides a fascinating vignette into the creation viewpoint of entrepreneurship. Jensen did not pursue a predictive, much less a proven, pathway to success. Rather, through self-awareness and a great deal of focus and hard work, he was able to create a wonderful life and career for himself despite much ambiguity and uncertainty along the way. And the best part is that his design centered around two of his favorite professional activities: speaking and writing.

In realizing his goals and obtaining his success, Jensen utilized all five of the most important skills in the practice of entrepreneurship (play, experimentation, empathy, creativity, and reflection). Of these five, he was perhaps best at reflection and introspection. By carefully considering the results he was (or was not) getting in his life both personally and professionally, Jensen was able to make adjustments and keep trying until he eventually succeeded.

Jensen’s unorthodox entrepreneurial journey is a good example of method entrepreneurship over process entrepreneurship. There was no clear “process” that Jensen followed to become a paid professional speaker and win the heart of his wife. However, by approaching his goals methodically and remaining committed to his long-term vision and then intentionally cultivating it through the art of deliberate practice, he was eventually able to realize his goals both personally and professionally.

### Sample Answers to Case Questions

*Please include the questions along with the sample answers.*

1. What are some ways in which you have already applied an entrepreneurial spirit to personal or professional activities you have undertaken in the past (whether or not earning money was involved)?

Sample answer: Unique to each individual student.

1. What professional activities do you find most engaging and rewarding?

Sample answer: Unique to each individual student.

1. What are some preliminary steps you could start taking to apply an entrepreneurial spirit to these activities?

Sample answer: Unique to each individual student.

1. Jordan Jensen took advantage of opportunities in his life. Can you think of an opportunity in the past year or so that you chose to pass up? Was passing up this opportunity a wise decision? Why or why not?

Sample answer: Unique to each individual student.

1. What opportunities are presently available to you that taking advantage of might bolster additional entrepreneurial opportunities in the future?

Sample answer: Unique to each individual student.