

The Entrepreneurial Manifesto

What is the core of the core of the core of entrepreneurship?

1. The pursuit of achievement as measured by material and non-material rewards is losing its thriving power within the economic system.
2. The importance of success is transformed and replaced by a quest for meaning.
3. Meaning is not given but must be discovered.
4. The individual is widely left alone on his quest for meaning in societies, in which most of the traditional institutions no longer are able to force belief and value systems on the members of that society.
5. Embracing this freedom creates the necessity of accepting the burden of self-responsibility.
6. To discover meaning one has to contemplate about the way how one thinks.
7. Meaning can be found by creating a solution of the evolutionary task to establish islands of structure and order within the chaos or even entropy that threatens us.
8. We may find some orientation in the wisdom that is transferred to us by *Carlos Castaneda* in his book *"The Teachings of Don Juan"*.

The ethnologist and author Carlos Castaneda moved consciously away from Western science in search of a new kind of knowledge. He approached an Amerindian teacher in Mexico and, under his guidance, gained awareness and experiences that were, in some cases, rather drastic and painful. During a certain process his teacher told Castaneda he could only teach two of three steps because he by himself had stopped learning at the second level and at that time when he was on that path of learning decided not to follow any longer this certain path. Castaneda asked his teacher

„Why did you not continue that path?“

Don Juan answered Castaneda's question with the following words (Diary, Monday, 28. January 1963):

„The devils weed nearly killed me every time I tried to use her. Once it was so bad I thought I was finished. And yet, I could have avoided all that pain.“

„How? Is there a special way to avoid pain?“

„Yes there is a way.“

„Is it a formula, a procedure, or what?“

„It is a way of grabbing onto things. For instance, when I was learning about the devil's weed I was too eager. I grabbed onto things the way kids grab onto candy. The devil's weed is only one of a million paths.

Anything is one of a million paths. Therefore you must always keep in mind that a path is only a path; if you feel you should not follow it, you must not stay with it under any conditions. To have such clarity you must lead a disciplined life. Only then will you know that any path is only a path, and there is no affront, to oneself or to others, in dropping it if that is what your heart tells you to do. But your decision to keep on the path or to leave it must be free of fear or ambition. I warn you. Look at every path closely and deliberately. Try it as many times as you think necessary. Then ask yourself, and yourself alone, one question. This question is one that only a very old man asks. My benefactor told me about it once when I was young, and my blood was too vigorous for me to understand it. Now I do understand it.

I will tell you what it is: Does this path have a heart?

All paths are the same: they lead nowhere. They are paths going through the bush, or into the bush. In my own life I could say I have traversed long, long paths, but I am not anywhere. My benefactor's question has meaning now. Does this path have a heart?

If it does, the path is good; if it doesn't, it is of no use. Both paths lead nowhere; but one has a heart, the other doesn't. One makes for a joyful journey; as long as you follow it, you are one with it. The other will make you curse your life. One makes you strong; the other weakens you.“

9. For the individual and especially for the entrepreneur it means
 - pursuing a particular route in life to realize a worthy ideal or / and
 - establishing the connection to a specific life theme or / and
 - the development of a personal and entrepreneurial mission.
10. Awareness, presence and openness to learn are the prerequisites to approach one's life theme.
11. The emergence of one's mission is stimulated by gaining pleasure through mastering challenges – so called *flow-experiences*.

12. Our life becomes meaningful when we face challenges – on our path to live and realize our values – that enable us to extend our personal edges.
13. The induced learning processes develop growing complexity (the merger of more differentiation and greater integration).
14. Challenges in the economic world are met at the market place. There you meet on one hand your competitors, on the other hand other people, companies and organizations. that potentially are your customers. They have their own values, desires, wishes and goals. As soon as the activation of your talents, resources and capabilities reaches the level of excellence that they decide to become your customers the deal is made and value for both sides is generated.
15. This approach to business is based on values, harnessing talents and developing empathy for the needs, the wishes and the desire for optimization of others.
16. The realization of a desirable and worthy ideal facilitates the discovery that a disciplined life creates pleasure, satisfaction, and peace of mind as long as we follow “the path that has a heart”. Becoming aware that it is the path that has a heart is only possible by disentanglement of genetic and social impregnations.
17. “The path that has a heart” is the path that creates a sense of meaning for you. Meaning can only emerge through the realization of your personal value system. Clarity of your own value system is a necessity for any good decision. Only an entrepreneur who is able to make clear decisions will realize his goals.
18. By achieving step-by-step a desirable ideal or goal, success becomes a matter choosing the right strategy, a decision for the right path and a responsible use of the creative powers within us. This means – as far as it is humanly possible to comprehend – to act in an ethical way and in a way that is conform to the process of evolution.
(see e.g. „Earth Charter“:
<http://www.earthcharterinaction.org/content/pages/Read-the-Charter.html>)
19. One way to enhance the creative power within a positive conceptual frame is to foster our imaginative forces by empathy with the cosmos.
20. **“The pursuit of achievement” today is living a meaningful life that realizes values and respects the criteria for – ecological – sustainability.**

*FlowDoc Gerhard Huhn – Berlin, 01.01.2011 – Germany – Free to share under condition to name author and Website <http://issbe.com>
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