

National mobilisation of entrepreneurialism and upskilling citizenry

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How long a nation can survive without national mobilisation of entrepreneurialism? How long can it ignore the opportunity losses of the nation for not having upskilled and reskilled citizenry?



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These are the top question on every post-pandemic recovery agenda across some 200 nations. The intents are always there but why manage differently? The funds are always spent but in which direction? What are some immediately deployable solutions?

Needed today, specially formatted and talented productivity colliding with innovative excellence under entrepreneurial wisdom to push out global game-changers out of the garage doors? Is this rocket science or common sense?

Without entrepreneurialism, innovations stay rolled up as schematics, ideas linger missing commercialization, certifications, and degrees searching for jobs without business directions while the absence of job-creators slows down economies.

Today it is not about business education but more about business mindset; deeply study the difference. Street smartness needed once, when “location, location, location” was the only globally signing mantra available, today it is “presence, presence, presence” to have the global-age job-creator mindset to manage global image with global access and hence global-age smartness, very deep study needed to make this happen.

Today, it is all about national mobilisation of entrepreneurialism on digital platforms where small-medium business economies dance with upskilling and reskilling into a tango with other global markets. To avoid making such thinking appear more like a scary movie, required a mix of entrepreneurial job-creator mindsets to blend with bureaucratic mindset, but only deeper study will appreciate the difference and appreciate the need for assimilation.

What are the new tough challenges of 2022?

What will it take to transform the frontline economic development agencies of the nation to come full circle on job-creators and job seekers mindsets and discover their own magic in combinations? Will this remove external trade-wars mindsets toward internal skills-wars to upskill, reskill internal citizenry? Will this bring all trade groups under one large umbrella with global age digital demands and entrepreneurialism as the key driver? Will it transform the old conflict based litigious mindsets to more marketing and image presence modes?

What are the amazing facts? The world can easily absorb unlimited exportable ideas in unlimited vertical markets. Fact: The well-designed innovative ideas are worthy of such quadrupled volumes. Fact: The entrepreneurial and dormant talents of a nation are capable of such tasks. Fact: The new global age skills, knowledge and execution are now the missing links.

3 Steps to national mobilisation of entrepreneurialism

Step 1

If there already exist, 1,000 to 10,000 small and midsize enterprises within a nation, ready to quadruple their performance on innovative excellence and exportability and ready to advance on national and global stage. What is stopping trade groups to place them on digital platforms of upskilling and exportability?

Caution - this is not to be confused with old outdated-old data rather it requires the assembly of ultra-modern-digital profiles of individual midsize enterprises within a nation on platform economy.

Step 2

How to deploy digitization of chambers of commerces and top national trade associations upgraded to excellent digital platforms so that their entire membership can skate nationally and globally highlighting their goods and services.

Caution - this is not to be confused with old websites with odd text and emails; this is more like LinkedIn format and ten times richer information with colourful and highly interactive platforms.

Step 3

How to bring job seekers and job creators mindsets with all trade groups under one umbrella under the nation's flag, so the midsize business economy double and create jobs and growth.

Caution - this is not to be confused with a single SME award night or a SME Week; this is all about the outstanding performance of the remaining 364 days of the year each filled with active and daily engagements. Such transformations are no easy task; but they are less dependent on new funding but are heavily dependent on global-age-execution and strategic agenda. Round tables and cabinet-level discussions are always good starting points.

Understanding entrepreneurialism

Why it is so important to grasp the mobilisation of entrepreneurialism concepts? Nations around the world have tried to create entrepreneurialism but frequently failed. However, these same nations were able to create well-trained armies and high-ranking officers because they all trained in tactical battlefield engagements and by veterans with real-life experiences. Soldiers do not draw pictures of battlefields on whiteboards and run around with water pistols. They practice real-life situations, repeat, practice and live the battles.

The models of growth are now united; The job-seekers mind build organisations but it is the job creator's mindsets that originate the ideas and deployments necessary to create the existence of that organisation in the first place.

A massive shift towards understanding entrepreneurialism is on its way, best study Expothon on Google and observe how Excellency Prof. Dr. Ameenah Gurib-Fakim is tabling bold ideas across Africa

The rest is easy.

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