From Patents to Protocols: How to think like an Entrepreneur

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What is your definition of ‘entrepreneur’?
What does it mean to be an entrepreneur?

A person who...
• Finds new ways to make things better
• Tests assumptions
• Sees opportunity
• Has a passion for learning
• Understands the risk of failure
• Combines a vision with a plan
What characteristics do entrepreneurs and medical writers share?
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Characteristics:
- Innovative
- Problem solving
- Critical thinking
- Project managers
- Leaders
- Technical expertise

Medical Writing

Entrepreneurship

Forward-thinking

Builds an Entrepreneurial Mindset

Characteristics:
- Innovative
- Problem solving
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What is Forward-thinking?

Forward-thinking: planning or tending to plan for the future; forward looking

**Question:**

What contributes towards Forward-thinking?
How to use Forward-thinking to build an Entrepreneurial Mindset

• Find opportunity!
  • Challenge the norm
  • Find the unmet needs, missing links, and disparities
  • Ask “why?”

• Instead of focusing on the past, problem-solve for the future
  • Understand and learn from the past
  • Mistakes are learning opportunities!

• Think ahead
  • Understand that there are a lot of moving pieces in decision making
  • Anticipate outcomes and prepare solutions

• Think positive!
Using an Entrepreneurial Mindset in Medical Writing

• Think ahead and Strategize
  • For example, if you are writing a protocol, think ahead to the final report. What should it look like? What questions could be raised in the protocol that could make data analysis and reporting difficult down the road?
  • Evaluate benefits and risks
  • Evaluate multiple possibilities and determine which path would be best

• Challenge the norm
  • “This is how it was done in the past” – this does not guarantee it will work for the future!
  • Instead, try to ask “how can we improve upon this process for the future?”

• Seek opportunities
  • Identify disparities and propose solutions
  • This not only builds trust among your peers but also establishes your subject-matter expertise

• Ask questions
Summary: We are all entrepreneurs! Here are some Medical Writing Tips from an Entrepreneur

• Be the driving force in your medical writing!
• Think ahead
• Think positive
• Challenge “the way that things have always been done” and Ask “how can we improve the way we do things for the future?”
• Look for opportunities
• Trust and build trust
• Find balance: see the details AND the big picture
Resources

**Online Resources:**
Forbes – What is an Entrepreneur?  [https://www.forbes.com/sites/kenkrogue/2013/07/03/what-is-an-entrepreneur/#5d90e1e45b64](https://www.forbes.com/sites/kenkrogue/2013/07/03/what-is-an-entrepreneur/#5d90e1e45b64)
Business News Daily – Entrepreneurship Defined
[https://www.businessnewsdaily.com/7275-entrepreneurship-defined.html](https://www.businessnewsdaily.com/7275-entrepreneurship-defined.html)
The Balance: Small Business – Entrepreneur
[https://www.thebalancesmb.com/entrepreneur-2947268](https://www.thebalancesmb.com/entrepreneur-2947268)
Enterprising Oxford – What does it mean to be Entrepreneurial?
[https://www.eship.ox.ac.uk/what-does-it-mean-be-entrepreneurial](https://www.eship.ox.ac.uk/what-does-it-mean-be-entrepreneurial)

**Text Resources:**
Rework – Jason Fried and David Hannson
Radical Candor – Kim Scott
The Entrepreneur Mind – Kevin D. Johnson