**Entrepreneurship: It is Not About You; It’s About Service**

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As an entrepreneur, success is not about what you do to advance your cause, it is really about what you and your organization are giving to others. Serving and addressing issues creates prosperity. Servant leadership. Servant customer service. Servant stakeholder service. These approaches fuel entrepreneurship. How much can you serve? How well can you serve? How often can you serve? How can you serve with excellence? These questions have to do with relationships. The ability to maintain the relationships you have and the ability to grow the new relationships you need is what entrepreneurship will be about in the future. It is not about you. It is about what you and your organization are doing for others. The better entrepreneurs help their stakeholders solve problems first. Then, they come up with ways to solve their own problems.

Service is second to none for the better entrepreneurs. However, entrepreneurs also have to break through barriers. For example, you may remember the barrier of breaking the four-minute mile, said Harvey Mackay a prominent entrepreneur and writer. Harvey went on to say that people had been trying to break the four-minute mile since the days of the ancient Greeks. Someone found old records as to how this could be accomplished. They had wild animals chase runners. Runners experimented with their diet. Nothing worked so people began to think it was physically impossible to run a mile in less than four minutes. One day an athlete proved the doctors, the trainers and others wrong. Roger Bannister broke the four-minute mile barrier. A year later approximately 300 runners broke the four-minute mile. It has become a cliche, but It is still safe to say that anything is possible.

Entrepreneurs always lead with the assumption that there may be a better way. In many cases it may take a while to figure out the better way. Many entrepreneurs fail and give up. Entrepreneurship has its own timeline. Success in entrepreneurship always takes longer than expected. The importance of building a quality product or delivering a quality service cannot be overestimated. The bitterness of poor quality remains long after the sweetness of a low price or meeting a deadline is forgotten. Quality and service are the top priorities. Timeliness may sometimes be out of their control. However, what remains within the entrepreneur’s purview is the vision and their dream.

The dream of entrepreneurship affords some people beauty, it bestows on others fame, and it produces wealth for others. The best way to achieve beauty, fame and wealth is to make a difference. Know your business. Know your stuff. Get up every time you are knocked down. Muriel Strode, the writer, once said, “Do not follow where the path may lead. Go instead where there is no path and leave a trail.” In entrepreneurship today, follow the above-mentioned principles. The rewards will come when you execute a plan to serve others without reservation.