

Enactus Alumni event 2019: keynote

Welcome / delighted to be here

TITLE SLIDE:

- Who am I?
- Prof. Margaret Maile Petty
- Exec Director Innovation & Entrepreneurship @ the University of Technology Sydney

@MARGARETMAILE: But I am also (more importantly): an accidental academic, obstacle removalist, and unapologetic enthusiast

- One informs the other; in fact, *the qualities of how I approach challenges & opportunities* is the reason I am in my current role
- I began many years ago as a design historian—PhD in history, not business or innovation or any of the letters that make up STEM
- **History** taught me the importance of context, of culture, of sequence, and of INDIVIDUAL AGENCY
- **Design** taught me the importance of questioning assumptions, asking questions that take you to the real problem, and then testing, prototyping, testing, until you achieve meaningful innovation
- And the **roles** I have had, have taught me about people, about resilience, about politics, about communication, good leadership (and bad leadership), the importance of empathy and sometimes doing the really hard and uncomfortable things, about failure and success.
- These lessons along with the sat-nav/GPS of the entrepreneur/intrapreneur have guided me throughout my career
- So while I do not have any sort of sexy STEM pedigree or MBA, I've done alright ;) more on this in a minute
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- Tonight's topic(s): **Beyond Enactus** *How to continue fostering the entrepreneurial spirit OR how to get involved with social impact OR how to keep and utilise your network OR how to prepare for the future of work.*
- I'm going to go for the full challenge and see if I can address 4 themes by speaking primarily to the first.
- This is kind of cheating, as I believe that you can't be truly entrepreneurial without building, developing and contributing to your network / and that entrepreneurial mindset and skill set is essential to a robust and resilient career in the 21st century (future of work) / and finally, my case study tonight (my own story) is **one of optimising for social impact.**

TOWER: Universities (UTS in this instance) have taught me SO much about being an intrapreneur

- Like all big organisations so much latent resource just waiting to be employed for greater good
- Rich in talent (people), facilities (spaces and places), infrastructure, time etc.
- But they are very bureaucratic, risk adverse, compliance driven institutions that full of ‘antibodies’ focused on killing off any thing like change or innovation
- so how do you do it? How do you spark innovation in such organisations, using this latent resource pool as your petrol?
- Work your own agency, develop allies (social game) and look for openings (ask for forgiveness)

IEU ECOSYSTEM: case study

- For example in my current role, I have three pillars of strategy activity: Entrepreneurship, Precinct, Partnerships
- First thing I did: rank my opportunities (barriers to success)
- Hardest to innovative—**Precinct**: long duration, heaps of stakeholders, no clear decision makers
- Easiest to shape: **partnerships**, we set the terms, mutual agreement, all new but limited impact beyond ‘brand visibility and recognition’
- Space of significant challenge but greatest opportunity for impact: **Entrepreneurship**

UTS STARTUPS: flagship program

- Challenge given to me by our Vice Chancellor: how can you scale entrepreneurship across our student community, REALLY **SCALE** - like to 50% of our 45K students?
- Because 40% of our UGs said they wanted to create their own startup or work for one rather than pursue a traditional corp / industry career
- So we set a **goal** to be the largest and fastest growing student startup community in Australia
- And the vehicle we designed to do that: UTS Startups
- UTS Startups is a program, a community, collaborative working spaces
- Over 250 startups in our first year and over 500 community members, (Including our Enactus team)
- Why? To meet KPIs? sure, part of the deal, but the REAL reason, so that **through my agency at UTS, I can create positive change**, enabling, encouraging and supporting the next generation of entrepreneurs in Australia

UTSSUPS AWARDS: our first ever awards event last year

- This makes me incredibly happy

- So sure, I am an academic, I work in a large organisation, in one of the most conservative sectors in Australia (banking may be worse), but I have found a way to create social change
- So can all of you

LOCK: my methodology

- When you find the door you thought was open is now locked, don't throw your hands up and say, "oh well. Nothing I can do. I tried."
- No you didn't. You gave up.
- Entrepreneurs have selective hearing. They don't hear no, they hear 'not now' or 'not that way' or 'try again' — train your hearing.

WINDOW

- Train your sight as well. Scan for the path less travelled, the opportunity hiding in plain sight.
- I tell my children: if the door is closed / locked / look for an open window
- Or a cellar door, or another way in.

KEY

- Or investigate your surroundings / context more closely
- Is the key hidden in plain sight? Does your neighbour have it?
- Keep turning the problem around, keep looking. Exercise resilience in the face of adversity.

TAKE ACTION

- Once you have found your window, your key, your crack in the defence, make a run for it. **TAKE ACTION**
- This is *our very human super power* / the power of action to overcome the odds and to make the impossible, possible.
- These are the lessons you have learned through Enactus. Carry them with you in life, no matter what you do.

FINI / ENACTUS

- Because you have *the best training and the most amazing community from which to take action and create social impact in the world—* ENACTUS
- There is no secret really; Beyond Enactus is what you make of your agency in your organisation, your community, the world
- Pay it forward and nurture your network through meaningful contribution
- These skills and this "GPS" will make you incredibly valuable in the workforce and able to easily adapt to the 'future of Work'
- Create the change you want to see—realise the butterfly effect begins with the efforts of one person—the social impact you achieved while in Enactus, is just the start: keep this network close, support each other, and keep the Enactus spirit alive.

- If you do that, there isn't anything you can't do.
- Thank you.