

# The E-Mind

How to Think Like an Entrepreneur and Gain an Exponential Advantage

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Book Summary, ChatGPT



## Entrepreneurship & Small Business

Baton Exchange

### Book Summary: *The E-Mind*

*The E-Mind: How to Think Like an Entrepreneur and Gain an Exponential Advantage* is a guide to adopting the entrepreneurial mindset as a tool for success in both business and life. Oberbrunner argues that entrepreneurship isn't just for startup founders or risk-takers—it's a way of thinking that anyone can apply to achieve greater freedom, confidence, and growth.

### Core Idea

At its heart, *The E-Mind* challenges the traditional view that only a small percentage of people (often cited around 4%) are true entrepreneurs. Instead, Oberbrunner insists that everyone manages their own personal brand and makes decisions that mirror entrepreneurial thinking, whether they're employees, creators, leaders, or business owners.

### Structure and Themes

Through engaging stories—most notably his own experience cycling solo through the Alps—the book illustrates how entrepreneurial traits help people overcome uncertainty, adapt to change, and pursue purposeful growth. Oberbrunner links these experiences to **ten key entrepreneurial traits** such as:

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|---|---|
| 1. <b>Ownership</b> – Taking responsibility instead of waiting for permission | 6. <b>Resilience</b> – Recovering quickly from setbacks                           |
| 2. <b>Vision</b> – Seeing possibilities before others do                      | 7. <b>Tenacity</b> – Persisting when progress is slow or uncomfortable            |
| 3. <b>Bias Toward Action</b> – Acting decisively rather than overanalyzing    | 8. <b>Intuition</b> – Trusting informed inner judgment                            |
| 4. <b>Risk Tolerance</b> – Moving forward despite uncertainty                 | 9. <b>Value Creation</b> – Solving meaningful problems for others                 |
| 5. <b>Resourcefulness</b> – Finding solutions with what you already have      | 10. <b>Leverage</b> – Creating systems, assets, or influence that multiply effort |

### Practical Lessons

The book encourages readers to:

- shift from fear and anxiety to confidence and opportunity by redefining how they view risk and uncertainty;
- view change not as a threat but as fertile ground for innovation and personal growth;
- intentionally take control of their future rather than leaving success to chance.

### Broader Application

Oberbrunner emphasizes that these entrepreneurial principles extend beyond business—students, professionals, athletes, and creatives can all benefit by cultivating “E-Mind” thinking to make more proactive decisions, build resilience, and create exponential advantage in their pursuits.

### Takeaway

*The E-Mind* reframes entrepreneurship as a mindset—a set of traits and habits that empower individuals to act boldly, respond adaptively to obstacles, and seize opportunities with confidence. By embracing this mindset,

readers are encouraged to unlock greater freedom, fulfillment, and impact in both their personal and professional lives.

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### **Actionable Chapter Breakdown**

*Note: Oberbrunner structures the book around story + mindset shifts rather than rigid business chapters. This breakdown translates those themes into practical application.*

#### **Part 1: Why the E-Mind Matters**

Focus: Reframing entrepreneurship as a mindset anyone can adopt.

Key Idea: You already make entrepreneurial decisions every day—whether you realize it or not.

Action: Identify one area of your life (career, finances, leadership, creativity) where you are already acting entrepreneurially.

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#### **Part 2: The Alpine Journey (Story as Framework)**

Focus: Navigating uncertainty, fear, and risk through Oberbrunner’s solo bike ride across the Alps.

Key Idea: Growth happens when clarity is low but commitment is high.

Action: Write down a “mountain” you are currently facing and what forward movement looks like—even without perfect clarity.

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#### **Part 3: The Ten Entrepreneurial Traits (The Core of the Book)**

Focus: Developing the E-Mind traits that drive exponential growth.

Key Idea: Traits can be learned, strengthened, and practiced.

Action: Self-assess which traits are strongest and weakest in your current season.

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#### **Part 4: Applying the E-Mind to Real Life**

Focus: Turning mindset into action, ownership, and results.

Key Idea: Thinking differently leads to acting differently—and compounding results over time.

Action: Choose one trait to intentionally practice for the next 30 days.

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### **ASK YOUR MENTOR**

Pick some conversation questions.

1. Which E-Mind traits have mattered most in your leadership journey?
2. Can you share a moment when acting without full clarity paid off?
3. How do you personally evaluate risk before taking action?
4. Which E-Mind traits have mattered most in your leadership or entrepreneurial journey?
5. Which trait was hardest for you to develop—and why?
6. How did your relationship with risk change over time?
7. Where do you most often see people stuck in an “employee mindset”?
8. How do you personally decide when to trust intuition versus data?
9. What helped you move from fear-based decision-making to ownership?
10. How do you intentionally develop E-Mind traits in your current season?
11. Can you share a moment when taking action without full clarity paid off—or didn’t?
12. Which trait do you think produces the greatest leverage long-term?
13. If you were coaching me on one E-Mind trait to focus on next, which would it be and why?

### **SELF-ASSESSMENT**

#### **Personal Reflection**

1. Which trait do I tend to avoid or resist?
2. Where has fear disguised itself as “wisdom” or “waiting” in my decisions?

3. What would I attempt if I fully embraced ownership over my future?
4. How has my thinking limited my growth more than my circumstances?
5. What is one decision I've been delaying that requires E-Mind thinking?
6. What would "progress, not perfection" look like this month?
7. How can I practice ownership this week without changing my job or role?

### E-Mind Self-Assessment Scoring Tool

Instructions:

Rate yourself on each statement using the scale below. Answer honestly based on your *current behavior*, not your aspirations. 1 = Rarely true, 5 = Consistently true

<p>1. Ownership: __ I take responsibility for outcomes instead of blaming circumstances or waiting for permission.</p> <p>2. Vision: __ I can clearly articulate where I'm going and why, even when others don't yet see it.</p> <p>3. Bias Toward Action: __ I take meaningful action quickly rather than getting stuck in overthinking or perfectionism.</p> <p>4. Risk Tolerance: __ I am willing to move forward despite uncertainty or the possibility of failure.</p> <p>5. Resourcefulness: __ I regularly find creative ways to solve problems using what I already have.</p>	<p>6. Resilience: __ When I experience setbacks, I recover emotionally and re-engage quickly.</p> <p>7. Tenacity: __ I stay committed even when progress is slow, uncomfortable, or unglamorous.</p> <p>8. Intuition: __ I trust informed instincts and internal signals, not just external validation.</p> <p>9. Value Creation: __ I consistently look for ways to solve meaningful problems and serve others well.</p> <p>10. Leverage: __ I think in terms of systems, assets, or relationships that multiply my effort over time.</p>
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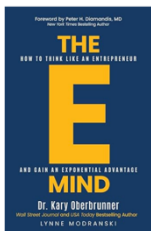
### Scoring & Reflection

- **40–50:** Strong E-Mind operating consistently
- **30–39:** Solid foundation with clear growth areas
- **20–29:** E-Mind emerging but underutilized
- **Below 20:** Operating mostly from a reactive or employee mindset

Top 2 Strongest Traits: \_\_\_\_\_

Top 2 Growth Traits: \_\_\_\_\_

### SOURCES & RESOURCES



ChatGPT referenced these sources for content: [Cedarville University+1](#), [Barnes & Noble](#), [Elevate Society](#), [Goodreads](#)

Purchase the E-Mind book at:  
<https://ignitingsouls.com/emind/>