

# Rebecca U. Harris. President, RUH Consulting, LLC



Rebecca U. Harris, MBA



- Winner Pittsburgh Business Times' 2012 Women in Business Awards
- U.S. Small Business Administration's (SBA) 2012 Western Pennsylvania and Region III Women in Business Champion of the Year
- Business Contributor, Essential Pittsburgh, 90.5 WESA
- Advocated for Women in Business at the White House (December 9<sup>th</sup>, 2013)
- Invited Guest to President Obama's State of the Union address (January 29<sup>th</sup>, 2014)
- Girl Scouts Western Pennsylvania Award of Distinction in 2016
- In 2018 was inducted as an honorary member in the Chatham University chapter of Sigma Beta Delta
- The Crohn's & Colitis Foundation of America Western Pennsylvania/West Virginia Chapter honored Harris at their Women of Distinction Awards Luncheon (April, 2019)
- 412 Food Rescue Board (2019)
- Board of Directors of the PVCA (2019)
- Board of Directors, 412 Food Rescue

# Entrepreneurial Thinking...

- The need for entrepreneurs, intrapreneurs and entrepreneurial thinking is critical as we continue to navigate through COVID-19, turbulent global affairs, recession, climate change and the list goes on...
- We are living in an extreme time, where the basic economic and physical well-being of our communities is at risk.

# More Critical Than Ever

- Acting and thinking like an entrepreneur, regardless of your academic discipline or current career status, is essential.
- Challenging times in uncharted waters requires agility, ingenuity and the ability to pivot and embrace opportunities which are far-reaching but come with unlimited upsides, potentially providing solutions to our universal global challenges.

# Let's Begin!

- Entrepreneurial thinking isn't something that people inherently have or don't. It needs to be developed.
- But to be develop entrepreneurial thinking, you need to practice it.
- Pre Covid-19, what were the trends, what was happening, what was created, what was changing?

# What are the Biggest COVID-19 Challenges?

- Let's list the top 3...

# What are the Biggest COVID-19 Challenges?

- My List:

1. Controlling Disease

2. Climate Change

3. Food/Housing Insecurity

# What can you do? How can you get involved?

- Sometimes the solutions are in your own backyard...
- How do you gather information about trends?
- What are you reading, listening to?
- What exists in the ecosystems which needs improvement?
- What doesn't exist in ecosystem that you can create that is needed!

# Your Backyard!

- The Benefit of Using Data Analytics to Select Drug-Disease Pairs for Clinical Trials
- By Sridhar R. Tayur, Ford Distinguished Research Chair; University Professor of Operations Management, CMU
- In 2017, the Food and Drug Administration announced a fast approval process for new uses of drugs already in the market—if it can be shown through existing data (and a small clinical trial, if needed) to be effective for a different disease.
- This is a boon to drug companies. Clinical drug trials are very expensive to run, and avoiding a full-blown trial saves money and time—while saving more lives earlier and boosting profits.



# Your Backyard!

Tepper School of Business at Carnegie Mellon

September 11 at 12:50 PM ·

“Infectious disease is one of the more undervalued specialties in medicine. It’s not something that people think about. Hospitals don’t prepare for infectious disease emergencies. We saw personal protective shortages, we saw people worried about mechanical ventilators. All of that needs to be part of ordinary operations in a hospital so that this never happens again.”

—Tepper Alumnus & Infectious Diseases Dr. Amesh Adalja at INTERSECT@CMU

# Your Backyard!



# Your Backyard!...But what is missing?

September 08, 2020

Creating More “Places to Pause” on Campus

New outdoor spaces are popping up across campus giving students, faculty and staff a place where they can take a break between classes, check email, enjoy the weather and even host a small group meeting — wearing facial coverings and staying 6 feet apart, of course.

Ten large 20-foot-by-40-foot tents and 15 smaller canopies are being set up on the Pittsburgh campus. The tents have a roof covering — no side panels or electrical power — and include 20 folding chairs and a chair rack for storage. The canopies are big enough to safely hold between 8-10 on the lawn. Each tent will have hand-sanitizing stations and will be cleaned with electrostatic sprayers daily.

# Endless Possibilities!

<https://www.weforum.org/agenda/2020/07/university-entrepreneurship-post-covid-19-world/>

<https://www.weforum.org/agenda/2020/04/how-an-entrepreneurial-approach-can-help-end-the-covid-19-crisis/>

<https://journals.sagepub.com/page/etp/covid-19-and-entrepreneurship>

<https://www.bbc.com/worklife/article/20200824-why-the-future-of-work-might-be-hybrid>

<https://www.shondaland.com/live/style/a33971001/ar-will-take-the-headache-out-of-online-shopping/>

# Entrepreneurial Thinking

‘Entrepreneurial Thinking’ is learning to see things differently, identifying new solutions, and becoming more creative, agile and employable.

# Entrepreneurial Think... 'How To'

- Maintain optimism & trust in your abilities
- Kick into your creative side to solve problems
- Create a product or way of doing things
- Develop leadership skills: model effectiveness & efficiency
- Become an expert in your field: study, learn, attend conferences, analyze trends

# Entrepreneurial Must-Dos

- Be passionate about product/service
- Approach as business not hobby
- Create product/service people need not want (even if you have to make them need it!)
- Create a brand
- Take risks

# Entrepreneurship vs Intrapreneurship

- Entrepreneurship: Person or team assumes direct responsibility for the development of an idea into a profitable product or service through assertive risk-taking & innovation.
- Intrapreneurship: Entrepreneurship within existing organizations looking to innovate.



# Organizations Need Intrapreneurs

- Maintain a competitive edge & enable expansion with new products/services
- Leverage creativity & passion to become dynamic, innovative, & agile
- Encourage integration and problem-solving across the business
- Increase value, social capital & brand awareness

# Support Entrepreneurial Think!

- Foster a culture where everyone has responsibility & voice to create shared value.
- Build an agile & innovative employee base.
- Inspire your employees and offer them exposure to resources, trends, insights, and best practices that can accelerate their work.
- Earmark funds for developing employee ideas, and let them do it.
- Employ new intrapreneurial ideas internally first.

# Best Practices - Intrapreneurship

1. Value the creative process as truly productive time, and (when necessary) give ideas time to incubate
2. Encourage employees to step outside their normal scope of work when they have an idea that's worth exploring
3. Host brainstorming sessions where "outside-the-box" thinking is encouraged
4. Once it's been incubated, ensure that a creative idea is accompanied by a solid operations plan
5. The speed of change in business is at an all-time high and will only move faster; your content and knowledge must be shared across your organization much faster and more broadly

<https://execed.economist.com/blog/industry-trends/intrapreneurship-driving-innovation-within>

# Contact information

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Thank you!