



## Dr. Strangelove (Stanley Kubrick, United Kingdom, 1964)

Convinced that the communists are contaminating the United States' water supply, in a moment of outrage General Jack D. Ripper orders a surprise nuclear attack on the Soviet Union. His assistant, Captain Mandrake, tries to obtain the recall code needed to halt the bombardment. To try and solve the problem, the U.S. president telephones Moscow to convince the Soviet leader that the attack is a silly mistake. Meanwhile, the president's advisor, Dr. Strangelove, a former Nazi scientist, confirms the existence of the "Doomsday Machine", a Soviet retaliation device capable of destroying all of humanity.

## THE ENTREPRENEUR: A MULTITASKER

We enjoy the power of the brilliant Peter Sellers playing three parts simultaneously –as president of the United States, as a scientific advisor and as a British officer. When an entrepreneur –who, just like us, laughs away in their theatre seat at Peter Sellers' wild antics– makes the decision to "go into business for themselves", they are not aware that soon they will find themselves in the not so funny position of having to play multiple roles in the movie in which they have decided to star.

An entrepreneur thinks out a project from a well-focused view of the product and/or service to be offered. Reality, however, is very obstinate and ends up demanding that not only three roles be enacted but sometimes several more. Roles such as general manager, strategist, consultant, sales-person, marketing director, accountant and even receptionist.

We know that when an entrepreneurial project is undertaken it is very important to focus carefully; getting side-tracked does not help to move forward in a straight line. Nevertheless there are several elements that make it difficult to stay focused. Normally, when one starts a business it is with few resources and the smallest structure possible. And the most basic version of all involves a single person. Whether one person or several, it inevitably turns into a one-man-band.

Whereas Peter Sellers had time to prepare and rehearse before the scenes were shot (which could also be repeated if they did not turn out well), the entrepreneur does not tend to see the importance of this step. The entrepreneur is widely enthusiastic and anxious to see results! Whether driven to shorten the financial investment time, or to prove that the project is a winner, the entrepreneur –restless and impatient creature that he or she is– wants action as soon as possible. As a result, little time is devoted to preparation, transforming the entrepreneurship into a "trial and error" process bordering on "schizophrenia".

Our time is limited and we want to be successful as entrepreneurs, keeping our energy focused and not spreading ourselves out excessively in the multiple roles that will be demanded of us. What can we do?

The solution is relatively obvious, which is not synonymous with easy: simplify to the maximum. Start small, but think big. Create simple and flexible processes and systems. Choose your travel companions carefully. The road to be travelled –like in the movie– will become complicated on its own. All this enables us to be agile in our decision-making, simple in action mechanisms and efficient in our tasks.

If we understand that entrepreneurship is in itself a multitask adventure, success will depend on approaching our challenges with simplicity and focus. And we mustn't forget that simplicity requires good preparation, rehearsal and concentration. Peter Sellers is a delight, as we see him take on such different roles with such conviction!

In spite of all its drawbacks, it is wonderful to be an entrepreneur. If this is the way you see it, you're already well on your way. Don't you think?