

Vision and Mission, Key of Entrepreneurship

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It is not easy for people who are on the top of their career to decide to become an entrepreneur. There are many considerations and risks as well as they change of minds from becoming staff into entrepreneur.

Those are experienced by Putra Nababan, a former senior journalist who was in charge of control in Metro TV station and Metrotvnews.com website. Moreover, Putra Nababan is the youngest and longest editor in chief in the media history.

Twenty-three years of his life was spent for working in editor management. Putra Nababan had experienced all positions, starting from becoming reporter until editor-in-chief. In short, he resigned from his office and let go of his position as editor-in-chief to become an entrepreneur.

“The first and the most important things in starting a business are vision and mission as well as idea, not technical things. However, we usually do the opposite, for instance, in establishing this center, of course, it did not start by designing the room, projector, air conditioner, chairs, but making vision and mission of how the community in Yogyakarta and Central Java can feel the digital era,” said Putra Nababan at Faculty of Social and Political Sciences UGM during the Innovative Job Opportunity on Thursday (19/10).



Putra Nababan said many enterprises succeed to sustain in hundred years due to their strong vision and mission core. Therefore, it is not only about strong money and capital.

“Drafting vision and mission can take 6 months, not just two or three days. It might go through meditation and so forth. Formulating vision and mission can guarantee the sustainability of an enterprise,” he added.

In the event which was held by Center for Digital Society (CfDS) Faculty of Social and Political Sciences UGM. Putra Nababan, the founder of ID Talent further said this digital era gives convenience to people to do their passion. On the other hand, the most important thing in running a business is how we rise from adversity.

“We know a business is not always running smoothly. Sometimes we fail, thus we have to rise up as soon as possible instead of complaining,” he added.

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