

Kate Golden
Professional Practice
Assignment 9

From reading the excerpt from *The New Business Road Test*, it seems like a lot of planning and common sense are the keys to preventing a “fatal flaw,” this planning and thought including assessing the possible success or failure of your business plan on both a small and large scale, learning or finding people who know the market and industry, and constantly reassessing what it is that will make your business either fail or succeed. I find most interesting about entrepreneurship is the dichotomy between taking risks and having a certain extent of blind faith while at the same time having a well planned and strategized understanding of how the business will work. While Mullen’s seven domains seem like a very helpful structure in accessing the flaws in a business plan, they might be limiting as far as creativity and unexpected obstacles. Perhaps the magic is in finding the perfect balance between foresight and unknowingness.