



In the Figure above intention has been conceptualized as being a function of beliefs that provide a link between thought and subsequent behaviour. People form attitudes towards performing a given behaviour based on beliefs that performing a behaviour will result in certain consequences. Therefore there is a strong relationship between the intention to perform certain behaviour and the actual performance of that behaviour.

The relationship between intention and behaviour is also influenced by such factors as skill, ability and will power. The free disposition to play of an organizational role is impacted by contextual factors. It is a combination of these factors, affected, as they are by the internal dialogue that encourages, an understanding of the role. Intention thus reflects a person's willingness to pursue a given behaviour.

The demonstration of clear thinking stimulates the individual to employ both analytical and creative thought processes. Analytical thinking trims away irrelevant information using past experience or proven rules to arrive at an answer. Creative thinking helps in putting things together in unexpected ways.

Experimentation is now possible as intuitive, subjective right-brain complements the individual's rational and objective left-brain. A whole brain approach thus leads to symbiosis within the individual.

Courage to exercise options is now possible through:

- **Structure resources:** is linking existing resources such as money, invention and hard work to future outcomes. The individual exercises choice in directing the organisation's efforts. Structuring resources is also affected by timing of events and this timetable involves expectations, business plan and motivation of the entrepreneur.
- **Maintain flexible focus:** Flexibility of focus and clarity of vision helps the individual assume responsibility for the details of daily operation as well as the big picture. The ability to move between details and vision is like a strategic zoom lens, remaining focused by changing the frame of reference.
- **Develop temporal agility:** The ability to comfortably move between multiple future time horizons. Long-run thinking is important to forming relationships with others and to strategically position the organisation. Agility requires a cognitive reframing of expectations when solving problems.
- **Behavioural flexibility:** Developing behavioural flexibility along with the shifting frames of reference requires the individual to be able to shift from function to function and from role to role. Individuals who remain in control of their ventures as they grow, mature, and change go through significant role transitions. Behavioral flexibility and willingness to learn characterize those individuals whose organizations are likely to remain and grow.
- **Influence others to commit resources:** Individuals must exercise substantial influence over others to realise their intentions. Individuals must marshal facts, analyse data in support of their efforts and use persuasion to influence others. Successful individuals draw on non-traditional emotional resources to influence the behaviour of others.

Individuals must make use of wide range of other's resources and talents to develop exchange-oriented relationships both inside and outside the organisation. Inside the organisation growth motivated individuals build a team with necessary skills. Outside the organisation they develop and use a network of associations.

The discovery of immense possibilities now helps the individual to relook at his intention through a dynamic process of evaluation and choice that surrounds decision making.

Self-perception and understanding resistances helps the individual perceives one's ability. Self-efficacy, thus, the conviction that one carries about the individual's ability to influence intended outcome affects a person's belief regarding whether or not certain goals will be attained. Choices, aspirations, effort and perseverance are thus influenced by this mental construct. Self-efficacy is also influenced by the individual's assessment of the availability of resources and constraints both personal and situational that may affect future performance.

Self-efficacy also refers to a person's judgment of one's ability to execute certain behaviour and thus emphasises the belief in the assessment of one's capability.

Self-efficacy is an outcome of cognitive thought process and significantly affects the development of entrepreneurial intentions and the conditions under which these intentions may be translated into action.

Self-efficacy may be developed through direct experience of overcoming obstacles; through observation learning and modeling; through persuasive discussion and through specific performance feedback.

The recognition of the ability to influence outcome will help an individual reconsider past experiences and encourage renewed self-dialogue and reexamination of personal beliefs and ability.

The model suggests the use of experiences, observation, discussion and feedback techniques as a method to help the individual examine the structuring of the resources, maintain flexible focus on business issues, develop temporal agility, develop behavioural agility and influence others to commit resources. An understanding of the foregoing will help the individual develop a whole brain, strategic appreciation of the individual's capability to control outcomes. This will foment development of characteristics required to perform the task and will encourage risk taking, proactiveness, initiative and recognition of opportunities.