

# **From becoming enterprising to entrepreneurial becoming: towards the study of entrepreneurship as ethico-aesthetic practice**

Richard Weiskopf

“Experience ... is something you come out of changed” (Foucault 1991a, 27)

## Abstract:

The entrepreneur is not naturally given. Rather, it has to be produced by a variety of technologies and practices. This is the task taken up by diverse “*arts of government*”. In this chapter the logic of the production of the enterprising self as a contemporary exemplar of the “governable person” is analysed and illustrated with concrete examples taken from the field of management and organizational psychology. By showing *how* the enterprising self as a managerial version of the governable person is produced, the analysis turns the given into a question and draws a line to the “*art of critique*” that problematizes governmental strategies. It opens the in-between space for an entrepreneurial becoming and to an understanding of entrepreneurship as ethico-aesthetic practice. Entrepreneurship seen in that way is an embodiment of a philosophical ethos, i.e. a “historico-practical test of the limits that we may go beyond, and thus a work carried out by ourselves as free beings” (Foucault 1984, 47).