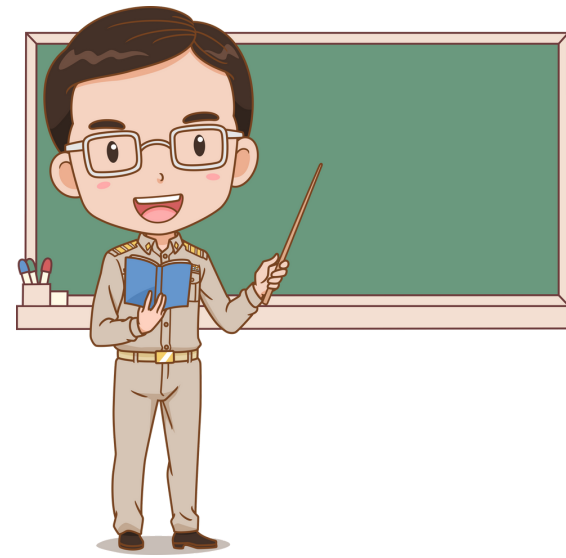




DISCOVERING ENTREPRENEURIAL POTENTIAL

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WORKSHOP OBJECTIVES

1

**UNDERSTANDING THE
PSYCHOLOGICAL
ASPECTS OF
ENTREPRENEURSHIP**

2

**DEVELOPING KEY
ENTREPRENEURIAL
TRAITS**

3

**AN INTERACTIVE
AND
INTERDISCIPLINARY
APPROACH**

4

**PLANNING AND
CONDUCTING
BUSINESS ACTIVITIES
IN RELATION TO LIFE**

DEFINITION OF ENTREPRENEURSHIP

Entrepreneurship is the process of creating, developing, and realizing new business ideas and opportunities, often associated with risk. It involves identifying and starting a new venture, sourcing and organizing the required resources, and taking both the rewards and risks associated with the venture

HUMAN ABILITIES IN THE CENTER



In an era where technology and automation are at the forefront, it is crucial to refocus on the fundamental element that drives true progress and innovation: human abilities. Placing human abilities at the center involves understanding and leveraging our unique strengths, skills, and creative potential



KEY ENTREPRENEURIAL TRAITS



RISK-TAKING ABILITY

The willingness to take calculated risks. This involves assessing potential threats and opportunities and making bold decisions despite uncertainties



INNOVATION & CREATIVITY

The ability to think outside the box and bring forth novel solutions and ideas. It's about seeing opportunities where others see obstacles.



PERSEVERANCE

Persistent determination in the face of challenges and setbacks. Successful entrepreneurs display resilience and the ability to continue striving towards their goals, regardless of difficulties

EXAMPLES OF FAMOUS ENTREPRENEURS

STEVE JOBS

Apple Inc founder

Innovation in Technology and Design:

Steve Jobs was renowned for revolutionizing several tech industries

Leadership Style: Known for his demanding and intense leadership style

Legacy: His emphasis on design, aesthetics, and consumer-friendly products made Apple a tech powerhouse



Both Jobs and Musk exemplify the entrepreneurial spirit with their relentless pursuit of innovation, risk-taking, and vision-driven leadership

ELON MUSK

SpaceX & Tesla founder

Visionary: Musk is known for his work in revolutionizing space travel with Space

Approach to Innovation: Musk's approach involves tackling global challenges like sustainable energy and space colonization

Impact: Musk's endeavors shifted public and industry perspectives on electric vehicles and private space travel.

UNDERSTANDING THE PSYCHOLOGY OF ENTREPRENEURSHIP

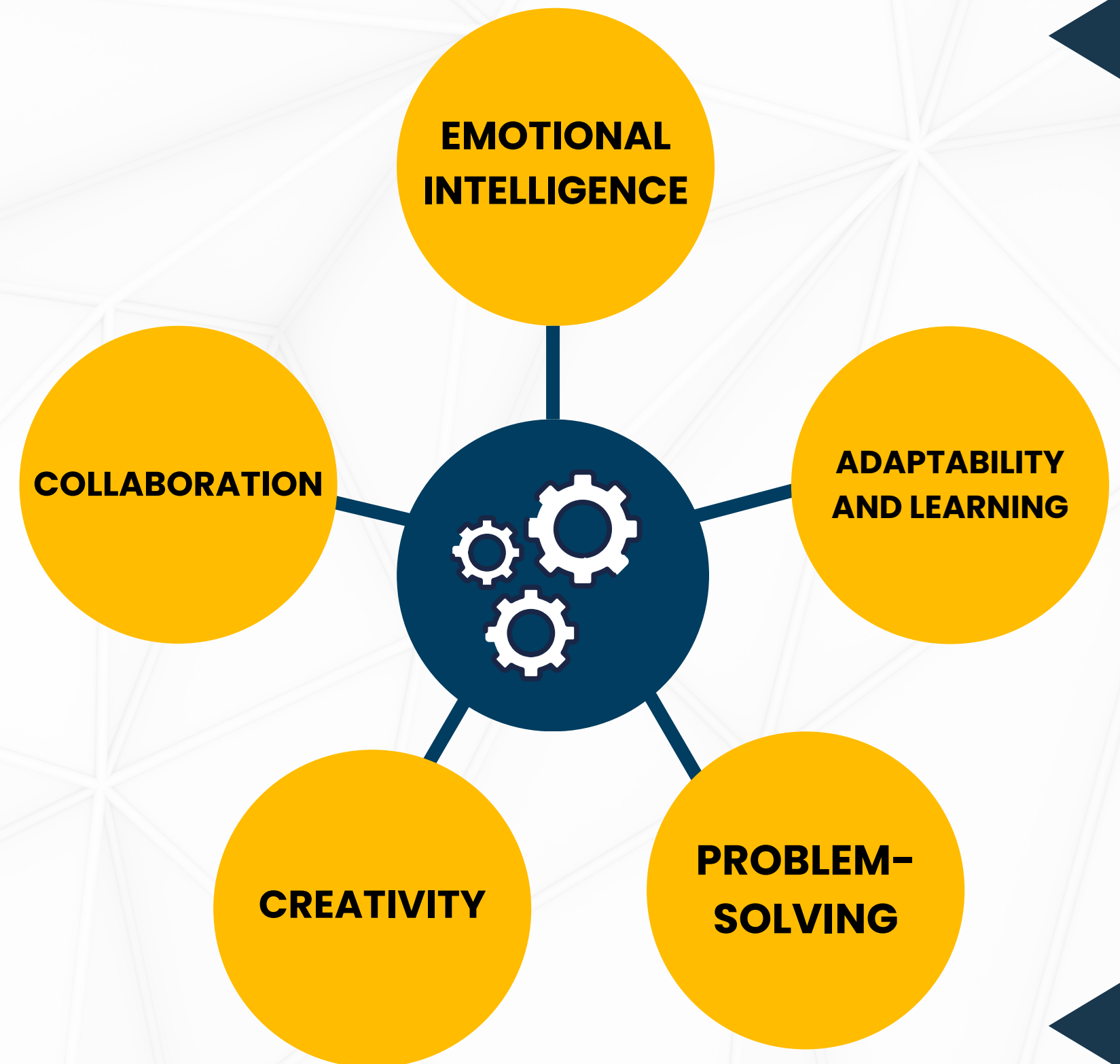
1. **Risk Perception:** Entrepreneurs often have a unique approach to assessing and taking risks.
2. **Motivation and Drive:** The inner motivations that drive entrepreneurs can significantly impact their persistence, resilience, and ultimate success.
3. **Cognitive Biases:** Decision-making in entrepreneurship is frequently influenced by cognitive biases. These can include overconfidence, the illusion of control, and confirmation bias.
4. **Emotional Resilience:** The capacity to manage emotions. Emotional intelligence plays a key role in navigating the highs and lows of entrepreneurial ventures.
5. **Social and Cultural Influence:** The entrepreneur's social and cultural background can impact their approach to business, influencing everything from leadership style to negotiation tactics.



EMPHASIZING THE CENTRAL ROLE OF HUMAN CAPABILITIES

By placing human abilities at the center, we acknowledge the irreplaceable value of human contribution in all aspects of life. It is the synergy of human potential and technological advancement that will lead us to a more innovative, empathetic, and sustainable future

- Education and Training: Investing in education and training that enhances human skills, especially in areas where machines cannot replicate human judgment and creativity.
- Workplace Design: Creating workplaces that prioritize human skills, offering roles that require emotional intelligence, creative problem-solving, and strategic thinking.
- Technology as an Enabler: Utilizing technology to augment human abilities, not replace them. This includes tools that enhance creativity, learning, and collaboration.



DEVELOPING INTERNAL POTENTIAL

A person in a dark blue suit and tie is shown from the chest down, with their hands clasped together in front of them. The background is dark blue with several light blue upward-pointing arrows of varying sizes scattered around. The word 'POTENTIAL' is written in white, glowing letters in the center of the image.

POTENTIAL

SELF-ASSESSMENT AND SELF-AWARENESS IN ENTREPRENEURSHIP

KEY COMPONENTS

1. Recognizing Strengths
2. Acknowledging Weaknesses
3. Emotional Intelligence
4. Seeking Feedback
5. Continuous Learning

BENEFITS IN ENTREPRENEURSHIP

- **Better Decision Making**
- **Enhanced Leadership**
- **Adaptability**

SETTING GOALS AND PLANNING IN ENTREPRENEURSHIP

STEPS FOR SETTING REALISTIC GOALS

1. Specific and Measurable
2. Achievable and Relevant
3. Time-Bound
4. Break Down Goals
5. Allocate Resources
6. Assign Responsibilities
7. Monitor and Adjust

BENEFITS OF GOAL SETTING AND PLANNING

- **Focus and Direction**
- **Motivation and Accountability**
- **Measuring Success**

TECHNIQUES FOR BUILDING SELF-CONFIDENCE IN ENTREPRENEURSHIP

Practical Methods to Boost Self-Confidence

1. Positive Self-Talk
2. Set and Achieve Small Goals
3. Prepare and Practice
4. Learn from Failures
5. Celebrate Successes
6. Mentorship and Networking
7. Physical Well-being
8. Continuous Learning

MANAGING STRESS AND EMOTIONS IN A BUSINESS ENVIRONMENT

METHODS

1. Mindfulness and Meditation
2. Time Management
3. Physical Activity
4. Setting Realistic Goals

5. Building a Support Network
6. Healthy Lifestyle Choices
7. Learning to Say No
8. Reflective Practices

BUILDING AND MAINTAINING LONG-TERM MOTIVATION IN ENTREPRENEURSHIP

STRATEGIES FOR LONG-TERM MOTIVATION

- 1.Reconnect with Your 'Why'
- 2.Set Clear, Achievable Goals
- 3.Create a Routine that Inspires
- 4.Celebrate Small Wins
- 5.Maintain a Positive Support Network

- 6.Stay Flexible and Embrace Change
- 7.Keep Learning and Growing
- 8.Prioritize Self-Care
- 9.Visualize Success
- 10.Stay Inspired

KEY BUSINESS SKILLS FOR ENTREPRENEURS

These key business skills – from spotting market opportunities to strategic planning – are crucial for any entrepreneur. They encompass the essential aspects of starting and running a successful business, including brand building, networking, financial acumen, and strategic planning. Mastering these areas can significantly enhance an entrepreneur's ability to succeed in the competitive business world.



**IDENTIFYING
OPPORTUNITIES**



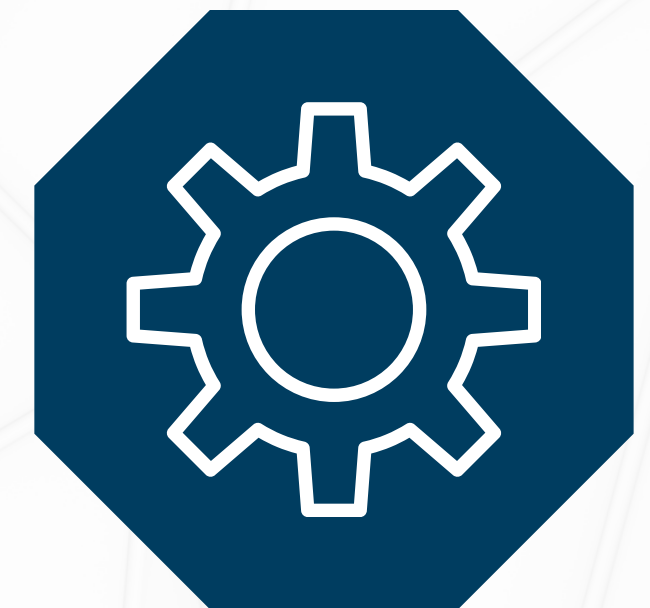
BUILDING BRAND



PLANNING



**FINANCIAL
RESOURCE**



NETWORKING

DISCUSSION





**THANK
YOU!**