**Training Fiche Template**

| **Title** | Entrepreneurship | |
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| **Keywords** | Entrepreneurship / Self confidence /Motivation / Creativity | |
| **Provided by** | Silversap | |
| **Language** | EN | |
| **Objectives** | To help women entrepreneurs mobilise their full potential by giving them keys to evolve their capacity in :   * Self-confidence * Motivation * Creativity | |
| **Learning outcomes** | * Know what motivates you as an entrepreneur * To align your motivation with achievable goals * Using divergent and convergent thinking to enhance goals * Stimulate your creativity to solve various problems * Know how to boost your self-confidence and know your weaknesses | |
| **Training Area** | Digital skills |  |
| Pricing and marketing |  |
| Access to finance from the female perspective |  |
| Leadership and Communication Skills |  |
| **Content index** | **Modulo X: Entrepreneurship**  **Unit 1: Motivation**  Section 1: The outlooks  Section 2: Theoretical and scientific contribution on motivation  Section 3: Define your needs  **Unit 2: Creativity**  Section 1: Stimulate your creativity  Section 2: Using divergent and convergent thinking to enhance creativity  Section 3: Creative thinking tools to adapt to everyday work  **Unit 3: Self Confidence**  Section 1: To understand  Section 2: Keys of self-confidence  Section 3: Gain more confidence  Section 4: Working on yourself | |
| **Content development** | **Unit 1: Motivation**  *Section 1: The outlooks*  The motivation for entrepreneurship can be based on the following aspects:   * Desire for independence; it will be a question of wanting to develop oneself while being creative and free of one's own actions and in search of a quality of life at work, * Being one's own boss; this means ensuring one's own entrepreneurial development and taking responsibility for one's choices, * Desire to undertake at all costs; this is a singular motivation which opens up opportunities, admittedly at risk, but based on its own orientations, * Creating one's own job; it is a desire to take personal responsibility and to choose, * Acquiring capital; this is an objective based on the desire to create and develop added value, * To want to lead; it is a motivating feeling that requires competence and a sense of human and hierarchical relations, * Wanting to develop a business and a team; this is linked to the two previous items, * Carrying out a project; this involves defending it, leading it and adjusting it as necessary in order to carry it through from start to finish, * An opportunity; this may be the case when there is a change in one's life, or to retrain or take over a business..., * To show what I am capable of doing alone.   **Exercice :**  Try to list yours as a woman entrepreneur. What are your motivations ?  *Section 2:* Theoretical and scientific contribution on motivation  Numerous articles on the subject indicate differences, as the subject is once again very diverse and subjective depending on the person.  This means that one cannot practically speak of 'motivation' without more or less explicitly situating oneself in a conceptual or theoretical framework of the subject. Putting forward the notion of 'motivation' engages, in one form or another, causality and pushes to verify a certain 'mechanism'. This does not mean that talking about motivation is necessarily a form of reductionism, but certainly "as many psychological schools, as many motivations! ".  The theories are also very diverse and numerous.  Scientific articles identify the following:   * attribution theory ; * self-determination theory * Self-regulation theory; Self-efficacy theory * self-efficacy theory; expectancy theory * expectancy theory; * theory of planned behaviour.   Without going into detail, we could use Maslow's scale (pyramid of needs), although it is criticised because the more a need is satisfied, the more we want to move up a notch to satisfy it.  As a reminder, the theory of needs is structured as follows: physiological needs - security - love and belonging - esteem from others - self-esteem - personal fulfilment.  It should be remembered that the subject remains extremely vast and linked to the points described above.  *“Life is about choices, the easiest thing is to make the choice and the hardest thing is to live the choice you have made.”*  *Section 3:* Define your needs  As mentioned, motivation refers to the underlying needs that an individual aspires to or is tempted to aspire to. For entrepreneurship, if the need is real and motivating, it must be aligned with achievable goals.  The SMART formulation that would motivate the need for entrepreneurship must address these points:   * Specific, * Measurable, * Achievable-acceptable, * Realistic, * Time-bound.   The learner must be able to answer these points. Describing his or her motivation to start his or her own business, stating his or her need, he or she should be able to fill in the SMART. Once identified, he/she will be able to measure whether the legitimate motivation is in line with the above 5 points offering him/her much more assurance for an entrepreneurial project.  **Unit 2: Creativity**  Being creative is not just about writing a novel or painting on a blank canvas! Creativity applies to all areas of life, whether it's cooking a delicious meal, coming up with a great idea at work or a new game to share with the family.  Creativity exists in all of us, but like anything else, the less we use it, the harder it is to activate or access it easily! Unfortunately, it can also sometimes be undervalued or misunderstood, so we tend to spend less time with it...  Some people, such as artists, actors and creators, give priority to their creativity. Driven by this part of themselves, they make it the driving force of their career. Their creativity becomes their mode of expression!  This may not sound like a good fit for you, but that doesn't mean you're not creative! Anyone can spend time and energy being creative in their own way.  *Section 1:* Stimulate your creativity  Creativity is an essential element for the successful development of a company. Just like innovation.  Anyone can do it, sometimes you just need to stimulate your creativity. Below we give you 8 foolproof tips to boost your creativity:   * Dreaming * Thinking like a child * Knowing how to step back * Don't restrict your imagination * Look for opportunities to laugh * Record your ideas * Not sorting ideas in order of importance * Think and think big   *Section 2:* Using divergent and convergent thinking to enhance creativity  Definitions:  Convergent thinking is a way of finding a well-defined solution to a problem, while divergent thinking will be a way of thinking more creatively to find various solutions.  **Example:**   * Convergent thinking: Your computer breaks down, you call a technician directly to fix it. * Divergent thinking: Your computer breaks down, a divergent thinker will try to determine the cause and use different means to solve the problem. They might call a technician or choose one of the following options: watch a tutorial on YouTube, send an email to the service department, etc. This will help him to deduce the best solution.   The benefits of divergent thinking:  It can sometimes be difficult, as a business owner, to take the time to think divergently. Working too convergently, but also too quickly, can sometimes force you to stay in your comfort zone.  Divergent thinking, on the other hand, will allow you to, but not limit yourself to :   * Identify new opportunities * Generate ideas with multiple functions * Find creative ways to solve solutions   **How can we adopt more divergent thinking?**   1. **Reflect on your thinking:** Take time to reflect on your thinking step by step. By adding steps to your thought pattern, divergent thinking will become easier to acquire. For example, you can take half an hour to an hour to relax before writing emails that contain important decisions. 2. **Use brainstorming and mind maps:** Brainstorming and mind maps are tools to boost divergent thinking, as they allow you to expand your perception and generate new ideas.   Mind maps are a form of brainstorming in which you make a diagram of tasks, words, concepts or other elements related to the overall concept, which allows you to visualise your thoughts and generate new ideas without worrying about structure.   1. **Free yourself from time constraints:** before making an important decision or solving a problem, it is important to free yourself from all time constraints so that you do not feel obliged to limit yourself to convergent thinking.  * Examples of techniques to free oneself from time constraints * Asking for the agenda before a meeting so you can prepare properly   Use the timeboxing technique (see glossary)  Set your own deadlines before officials. This gives you room to manoeuvre if you need to.   1. **Be curious and daring:** By habit, or by fear of taking risks, we tend to remain confined to convergent thinking.   However, a good project manager must know how to switch from convergent to divergent thinking depending on whether the situation requires a quick and structured solution or an open mind. Subjectivity is not always necessary, but you will often need to combine both types of thinking to succeed in your project.   1. **Reflect on your thinking:** Take time to reflect on your thinking step by step. By adding steps to your thought pattern, divergent thinking will become easier to acquire. For example, you can take half an hour to an hour to relax before writing emails that contain important decisions. 2. **Use brainstorming and mind maps:** Brainstorming and mind maps are tools to boost divergent thinking, as they allow you to expand your perception and generate new ideas.   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However, a good project manager must know how to switch from convergent to divergent thinking depending on whether the situation requires a quick and structured solution or an open mind. Subjectivity is not always necessary, but you will often need to combine both types of thinking to succeed in your leadership role.  *Section 3:* Creative thinking tools to adapt to everyday work   * To Mindmap on the https://miro.com/mind-map/ platform * Get inspiration from https://www.pinterest.fr/ * Use an idea book. A notebook in which you have to write a word, draw something and put a picture every day. Take the messiness out of the notebook and use it as an outlet.   **Unit 3: Self-confidence**  *Section 1:* To understand  Self-confidence is an essential quality for feeling good about one's life. It is defined as the awareness (or belief) that one has the ability to succeed. Confident people believe that they have good abilities regardless of external events. Confident people are not, however, free from fears or doubts. It is precisely this ability to believe in one's own abilities despite negative emotions that is a sign of self-confidence. Even when things go wrong, they continue to believe in their ability to succeed.  In everyday life, this quality can be translated into the ability to overcome fears, to move forward in spite of difficulties, to speak in public, to be charismatic, to not allow oneself to be stressed in difficult situations, to have the will to defend one's opinions regardless of what others think or do, to have the courage to try something new or to take on a project.  The good news is that being or not being confident is not inevitable. You are not born that way. The reason is simple: self-confidence is not a reality, but a belief that we build about ourselves over the course of our lives. It is a pure concept, an interpretation, a thought that does not exist in the real world. Self-confidence is therefore a quality that needs to be worked on, that develops over time and that can be considerably improved by appropriate personal work.  Difference between self-confidence et self-esteem :  What is the difference between self-esteem and self-confidence? Self-confidence and self-esteem are two concepts that are often confused.  They are different in nature but are strongly linked.  Self-esteem is the continuous evaluation of my value, the importance I give myself as a person. It represents how valuable I consider myself. It is developed by being true to oneself, by respecting one's needs, emotions, limits, values, etc.  Self-confidence is acquired once we have sufficient self-esteem. It is the realistic and punctual evaluation that I make of my capacities to face a particular situation. It represents how capable I consider myself to be. It is developed through the accumulation of experience in specific areas. It is quite normal for me to feel insecure when doing something new. Only by practising to develop my abilities will I increase my confidence in this area.  Self-confidence can be acquired but many people lack it. We will now identify the 4 main causes of lack of self-confidence and try to analyse them:   * Fear of criticism * The feeling of inferiority * An unsupportive environment * Obsession with perfection   *Section 2: Keys of self-confidence*  When working on self-confidence and looking at the development of self-confidence, four major keys stand out:   * The will : Self-confidence cannot be the result of a feeling or sensation. The starting point for absolute confidence is in the mind, through the willpower you are able to display. You often meet people who seem to be tremendously confident in themselves. Contrary to what you might imagine, the driving force behind their behaviour is not certainty but a real will to act. So they are full of uncertainties like any of us, but that is not a problem, only the desire. * Realism : Self-confidence should not suffer from blindness but be based on the richness and variety of your personal experiences. Blind confidence is the best way to fail inexorably without even understanding why. Unless you are a megalomaniac, you must use your vital reflexes to protect yourself from overconfidence. It is ultimately a natural attitude to focus on what you have achieved in the past to better anticipate what lies ahead. Whatever the area concerned: professional, family, social, emotional… * Knowledge of your ressources : Being confident does not mean that when faced with a new situation you will be in control. By being realistic, you are in a good position to assess your own resources, which will help you to cope with the problem presented. You can never know in advance whether you will actually achieve your goals. In others, self-confidence often seems to be all-encompassing. In reality, however, it is always specific. It depends on the experiences in each area and for each person. * The questioning : In terms of self-confidence, keep in mind that nothing can be taken for granted. For example, if you stop playing tennis or piano for several years, your level of skill and self-confidence will decline.   You will always have the hope of regaining your forgotten skills. What you were technically able to do once, you can probably do again today. At least if your physical abilities have not diminished.  As you get older, you have to accept the decrease in performance willingly. But beware of negative experiences: they can destroy your self-confidence if you don't manage to question yourself, to really question yourself.  Visualizza immagine di origine An essential **first step** in developing self-confidence is to determine what precisely this notion means to you. Saying "I want to be more self-confident" is like saying "I want to travel....  Yes, but when, where and how?  In concrete terms, it could be: "In the presence of people I don't know, I want to be able to participate in the conversation in a relaxed way and also be able to ask and answer questions.  *Section 3: Gain more confidence*  **Spoiler** : **No** you won't gain confidence without effort  Self-confidence is something you have to work on, think about, but most importantly, it doesn't happen by itself.  And here are some ways in which you can work on your self-confidence:   * **Getting to know yourself**   Getting to know oneself is an introspective process that takes place at certain key moments in one's life: at the time of choosing one's studies (what do I want to do later on?), at the end of one's studies (what job am I cut out for? have I made the right choices?), at the time of getting married (am I the right person for my partner?), etc.  Getting to know yourself is a way to become better in your personal and professional life.  **EXERCISE :**  This approach focuses on knowing one's faults, qualities, values, skills, competencies and abilities.  How do you do this? Set aside some time alone to reflect, without a telephone. During this time, it is important to ask yourself questions such as: "Who am I? What are my qualities? What are my faults? How do I think others perceive me? What are my life goals? Am I reaching them, have I already reached them? What are my values?  This time of questioning is a real exercise in honesty. It should last at least 30 minutes.   * **Asserting your personality**   Who am I really? This is the first question to ask yourself when trying to get to know yourself. It is a question that is very often difficult to answer. It is usually answered with "My name is X, I am X years old and I work in field Y". But is this really what defines you? In order to know yourself better, it may sometimes be necessary to take stock of yourself. This requires attention to oneself, but above all it requires spending time in one's own company.  Assertiveness is not an explosion but rather control, assurance....  It means accepting what is negative and what is wrong, without automatically thinking that one is personally targeted, responsible or obliged to react directly. It is not a question of erasing oneself but simply of giving others the esteem that one can give oneself.  In the context of a work group, the true leader is the one who knows how to show himself as he is, including through his faults. The aim is not to be a "superman", but rather to remain human, calm and harmonious.  To be convinced of this, just think of all the times when you were able to get what you wanted with calm and simplicity. You had this tremendous energy which is a sign of self-confidence.   * **Learning to say “no”**   People think that saying no is necessarily negative: but it is not!  On the contrary, it is an affirmation of one's will.  When we accept everything, we are permanently subjected to the decisions of others, and we let our own will disappear.  How to say no: one should not say no with the intention of putting pressure on others.  When we say no, it is normal to feel angry sometimes. We tell ourselves that it is not nice, that it is selfish. Then you have to remember that your life, your will, is more important than that of others. This will boost your self-esteem as soon as you put yourself first. Naturally, this will boost your self-confidence.   * **Overcome your complexes**   If you have a moral or physical complex, it is most often because you are focusing on a detail.  Definition : A detail is only part of a whole and therefore cannot be representative of a whole!  It is essential to see yourself as you are and not as you think you are. Are you aware that the way I see you today does not correspond at all to the way you see yourself?  It is much easier to attribute your failures and problems to your complexes than to stop this pattern of negative thinking.  Ask yourself the following questions:  Are there people around you who appreciate you for who you are? This could be a friend, a family member, or even your life partner. How do you feel when you are close to this person?  Are there people around you who spend a lot of time judging or criticising you? How do you feel about these people?  Realise that when you are in contact with people who are kind and tolerant towards you, you will feel much more confident.  *Section 4: Working on yourself*  You have understood what self-confidence is all about, are you ready for action?  **That's great!**  We give you some tools that will allow you to move forward more effectively in your quest for self-confidence.   * + The diary   + The inner speech   + Talent assessment   + Building one's own scale of values   **Summing up**  **Self-Confidence :**  Outlooks  Contributions on motivation  Define your needs  **Motivation :**  To stimulate  Divergent and convergent thinking  Tools  **Creativity :**  To understand  Keys  Gain more confidence  Working on yourself | |
| **Glossary** | **Motivation** is the component or process in a living organism that regulates its commitment to a specific activity. It determines the triggering of the activity in a certain direction with the desired intensity and ensures the continuation of the activity until it is completed or interrupted.  Needs cover everything that appears to be necessary for a being, whether this necessity is conscious or not.  **Commitment** is a legal term for agreeing to participate in a work or undertaking. Here, it refers to the consequences of an act on behaviour and attitudes.  **An enterprise** is an organisation or institutional unit, driven by a project with a strategy, policies and action plans, whose aim is to produce and supply goods or services to a set of customers by balancing its income and expenditure accounts.  The term **"entrepreneur"** is used here to refer to a business leader who is sometimes the bearer of a business project in the start-up phase, and sometimes the manager of a more established business with which he or she is often closely and personally identified.  **Creativity:** here, it can be more precisely defined as "a psychological or psycho-sociological process by which an individual shows imagination or originality in the way of associating things, ideas, situations and, through the publication of the concrete result of this process, changes, modifies or transforms the perception, the use or the materiality with a given public  **Independence** is the absence of relationship (of subjection, of cause and effect, of coordination) between different entities. In the workplace, it is the non-subordinate position of a professional in relation to any authority that would entrust him/her with an assignment.  **Leadership** is the political, psychological, social, etc. influence of an individual on a group of individuals or of a group of individuals on another group. The leader has personal skills that make him/her different and that allow him/her to be listened to and followed by a group of people.  **Timeboxing :** Timeboxing is a goal-oriented time management strategy. It aims to improve our productivity and combat procrastination. For each timebox you create, you set yourself the goal of completing a certain task within a certain period of time. | |
| **Self-evaluation (multiple choice queries and answers)** | 1. Question: The term "motivation" is derived from the word :  **a) "Motive", which refers to an inner state that activates, energises an individual and channels his behaviour towards a certain goal.**  b) Motivation: reason to act - drive to act  c) Activation  d) Emotional  2. Question: How many theories of motivation are there?  **a) 5, Indeed there are many. Here are a few well-known authors (cf. Taylor, Maslow, Mayo, Hertzberg, Mc Gregor, Vroom, Deci, Rogers...)**  b) answer : 1  c) answer : 3  3. Question : Among the following motivating factors, identify the odd one out:  a) Advancement  b) Recognition  c) Achievement  **d) Security**  4. Question Among the following self-esteem needs, identify the odd one out:  **a) Worship**  b) Reputation  c ) Prestige  d) Recognition  5. Question: Intrinsic motivation is :  **a) pleasure seeking**  b) carrot and stick  c) increasing competence | |
| **Bibliography** | Edited by Étienne Bourgeois, Gaëtane Chapelle (2011),  *Learning and making people learn ,* Presses Universitaires de France, Chap. 17  Maslow, A. H. (1970). *Motivation and personality* (2nd ed.). New York: Harper & Row.  Hewitt P. (2013) How To Build a High-Performing Digital Team, Harvard Business Review (consulted on 23/11/2022)  <https://hbr.org/2013/08/how-to-build-a-high-performing> | |
| **Resources (videos, reference link)** | <https://www.cadredesante.com/spip/IMG/pdf/doc-85.pdf>  <https://www.techno-science.net/definition/741.html>  <https://www.youtube.com/watch?v=chpCYb52_wo>  <https://saylordotorg.github.io/text_organizational-behavior-v1.1/s09-theories-of-motivation.html> | |