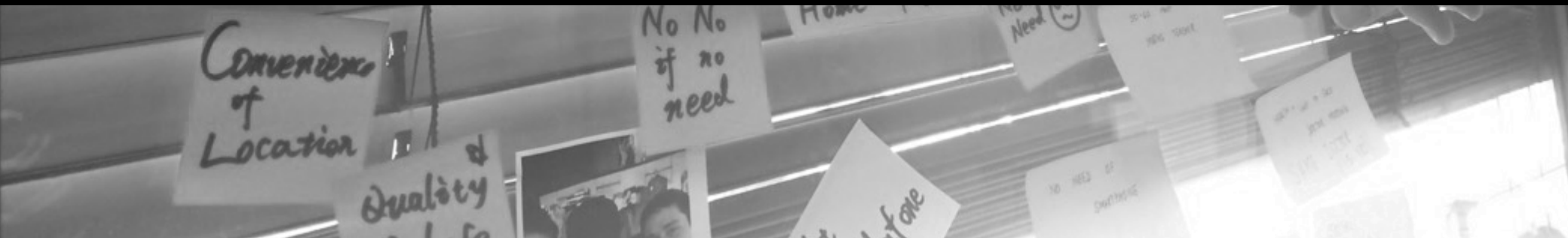


Entrepreneurship X

SELF-LEADERSHIP

Know-How and Tools for Successful Entrepreneurs

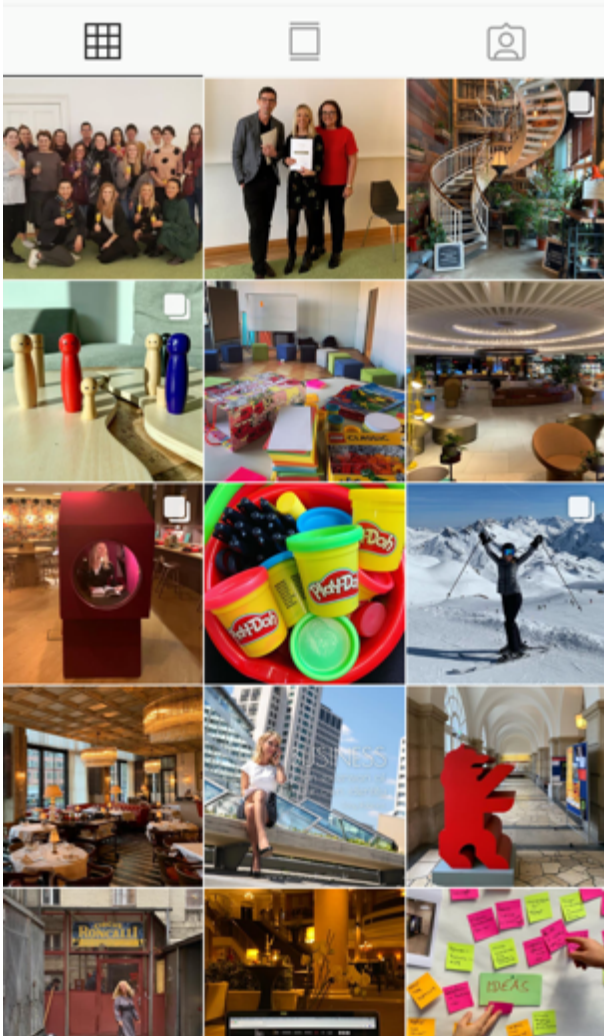


Dr. Jessica Di Bella

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Hello! Nice to meet you!



- Since 2008 University Lecturer in Entrepreneurship and Innovation with 30+ teaching assignments
- Since 2010 self-employed Consultant, Coach and Trainer
- Studies of Business Administration and PhD in Entrepreneurship at the University of Mannheim
- Research term at Stanford University
- Assistant Professor of Entrepreneurship at the German Graduate School of Management and Law
- Head of Mannheim Center for Entrepreneurship and Innovation at the University of Mannheim
- Director Strategy Consulting in a digital agency
- Startup Consultant for the City of Munich
- Marketing Strategy Consultant in a digital agency

Follow me on Instagram: @jessicadibella

Check out my blog: www.jessicadibella.de/blog

The entrepreneurial self

Human concept:

HOMO AGENS

Ludwig von Mises

Mindset:

ENTREPRENEURIAL SELF

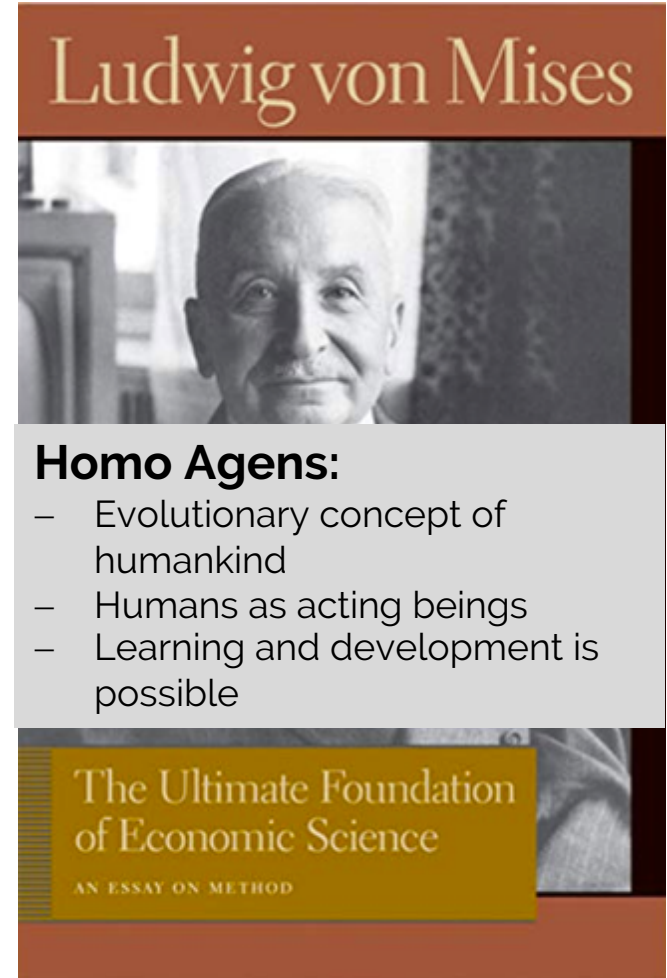
The entrepreneur always searches for change, responds to it, and exploits it as an **opportunity**.

Peter Drucker

Method:

SELF-EFFICACY

Self-efficacy is an individual's belief in their innate ability to achieve goals. It is a key to successful coping.



Homo Agens:

- Evolutionary concept of humankind
- Humans as acting beings
- Learning and development is possible

Developing an entrepreneurial self



Becoming an entrepreneur is a process of **personal** (and interpersonal) **change.**

The Nature of Personal Change

From Change to Self-Leadership

Self-Leadership Tools

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About the nature of change

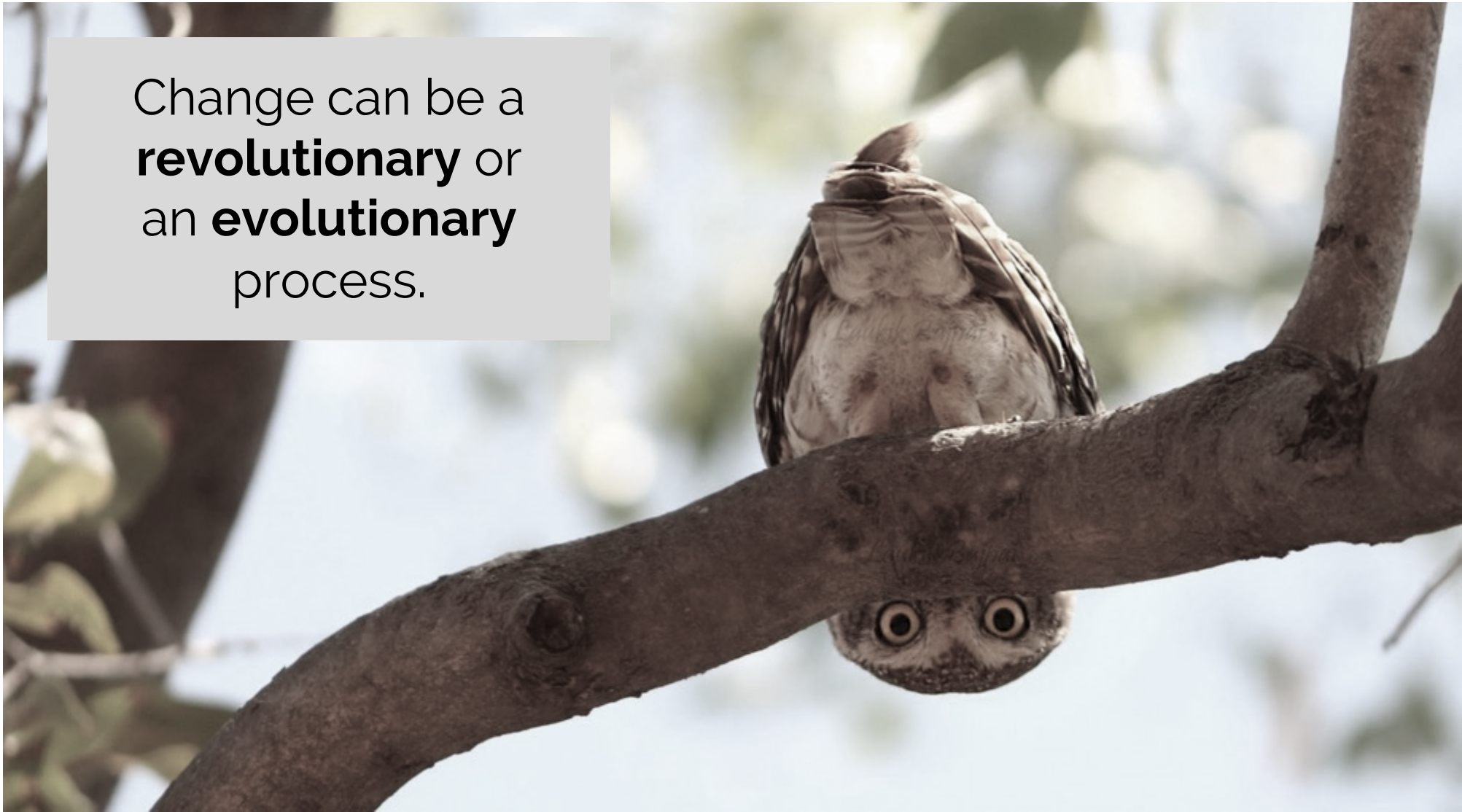
CHANGE refers to becoming **different**,
to making (someone or something) different or
to becoming something else.

Merriam-Webster Dictionary 2015

- **Punctuated equilibrium:** Periods of stability and slow growth are punctuated by periods of change and rapid growth
- **Tipping point:** Existence of a dramatic moment, when everything changes at once
- **Deep structures:** In revolutionary times, the underlying order of our identity and life are subject to change

Take-away #1

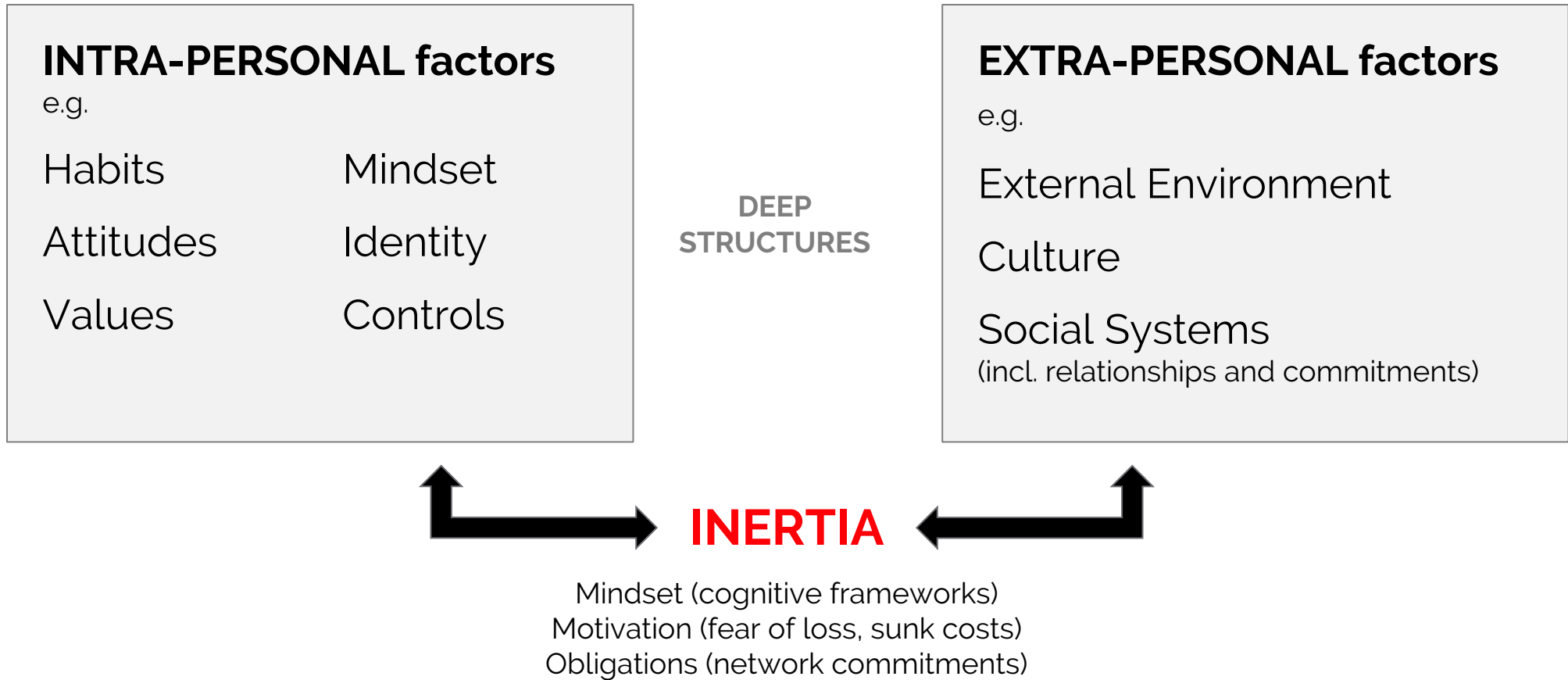
Change can be a
revolutionary or
an **evolutionary**
process.




Let's do some self-reflection

Please think of a **revolutionary time** in your life: a time of change or even a **tipping point moment** when “everything changed at once”!

Deep structures and resistance to change



Take-away #2

A black and white photograph of a man's torso and neck. He is shirtless and has a pained or strained expression on his face, with his mouth open as if he is struggling. He is holding a glass jar filled with pickles with both hands, attempting to twist the lid. The background is a plain, light-colored wall.

It takes an **effort** to
change the deep
structures in your life.

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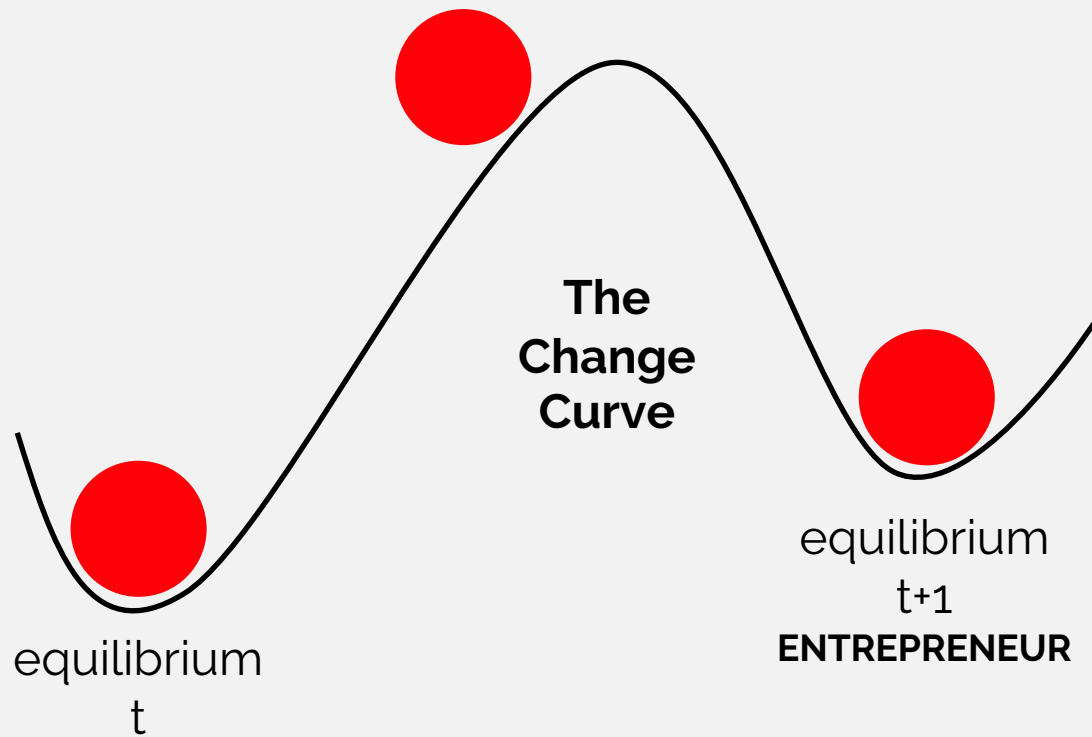
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What is self-leadership?

SELF-LEADERSHIP is about transforming yourself in order to maintain or improve your personal **effectiveness** and life **satisfaction**.

Why we need self-leadership in times of change



SELF-LEADERSHIP

as a change enabler

- Drives personal development and (life-long) learning
- Embraces positive coping with change
- Enables success and resilience

Some inspirations from leadership theory

LEADERSHIP concerns the driving forces, visions and processes that fuel large-scale change.

Kotter 2012 (adopted)

LEADERS

- set directions and respective strategies
- align elements of the system, communicate directions, empower others
- motivate, inspire, generate energized behavior

The task of leadership is to create an alignment of **strengths**
– making a systems' weaknesses irrelevant.

Peter Drucker

Checklist for your visions and goals

Necessary conditions your visions and goals should fulfill in order to enable self-leadership:

- ✓ Desirable and attractive
- ✓ Feasible (You can initiate them yourself!)
- ✓ Imaginable
- ✓ Focused
- ✓ Flexible

Keep your vision and goals flexible by focusing on the emotional part of your future state. Ask yourself:

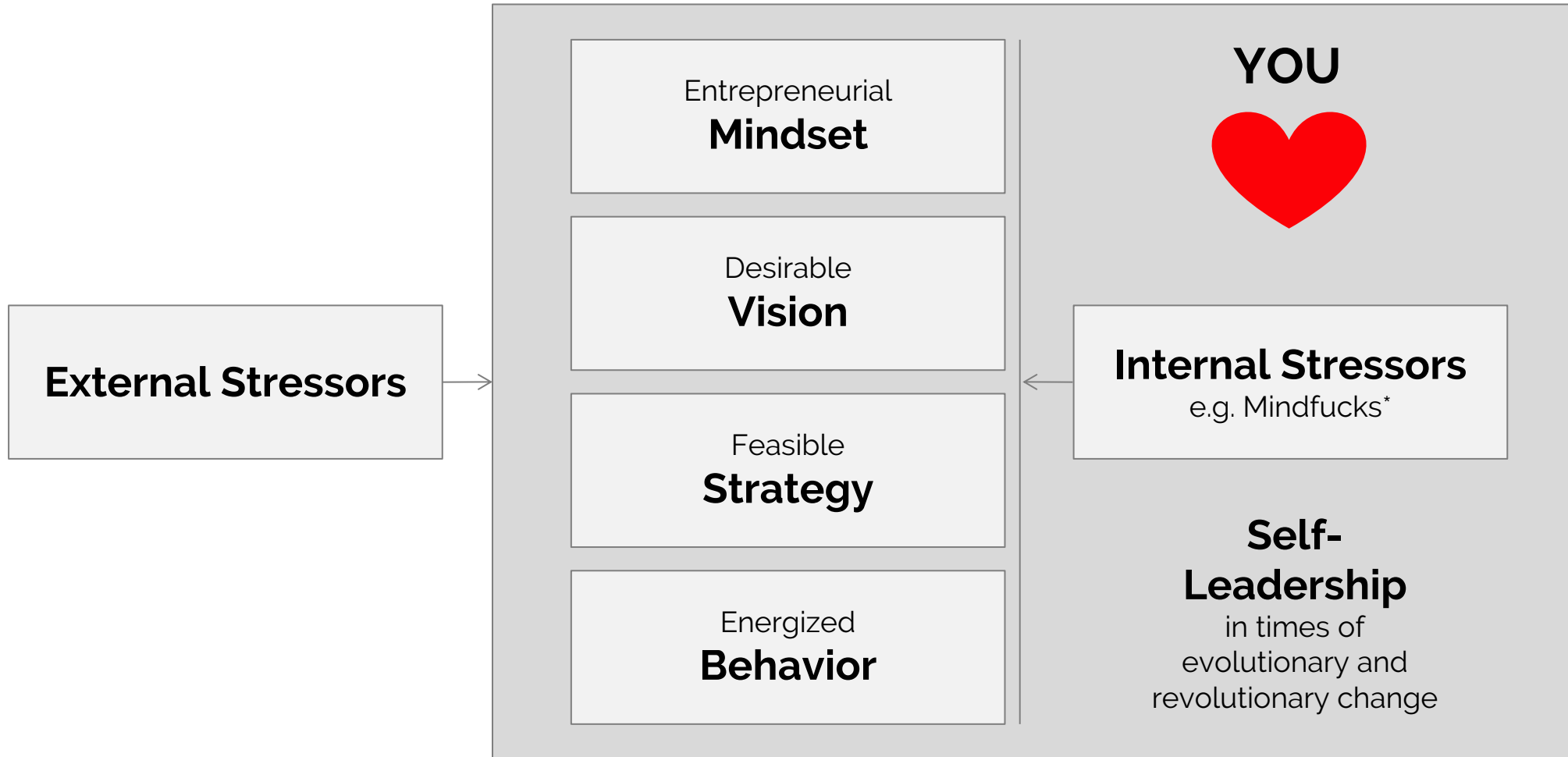
How do I want
to feel?

Take-away #3



Self-leadership is about developing an attractive **vision** and generating **energy** to turn it into reality.

A model of self-leadership



*Petra Bock (2011): Mindfuck: Warum wir uns selbst sabotieren und was wir dagegen tun können. Knaur Verlag.

The process of self-leadership

1. Identifying an attractive vision
2. Creating your inner and outer coalition
3. Developing a strategy
4. Communicating your change vision
5. Generating short-term wins
6. Consolidating gains in the big picture
7. Anchoring new approaches in your life

Take-away #4

An entrepreneurial self enables you to positively cope with change and adversity.



The Nature of Personal Change

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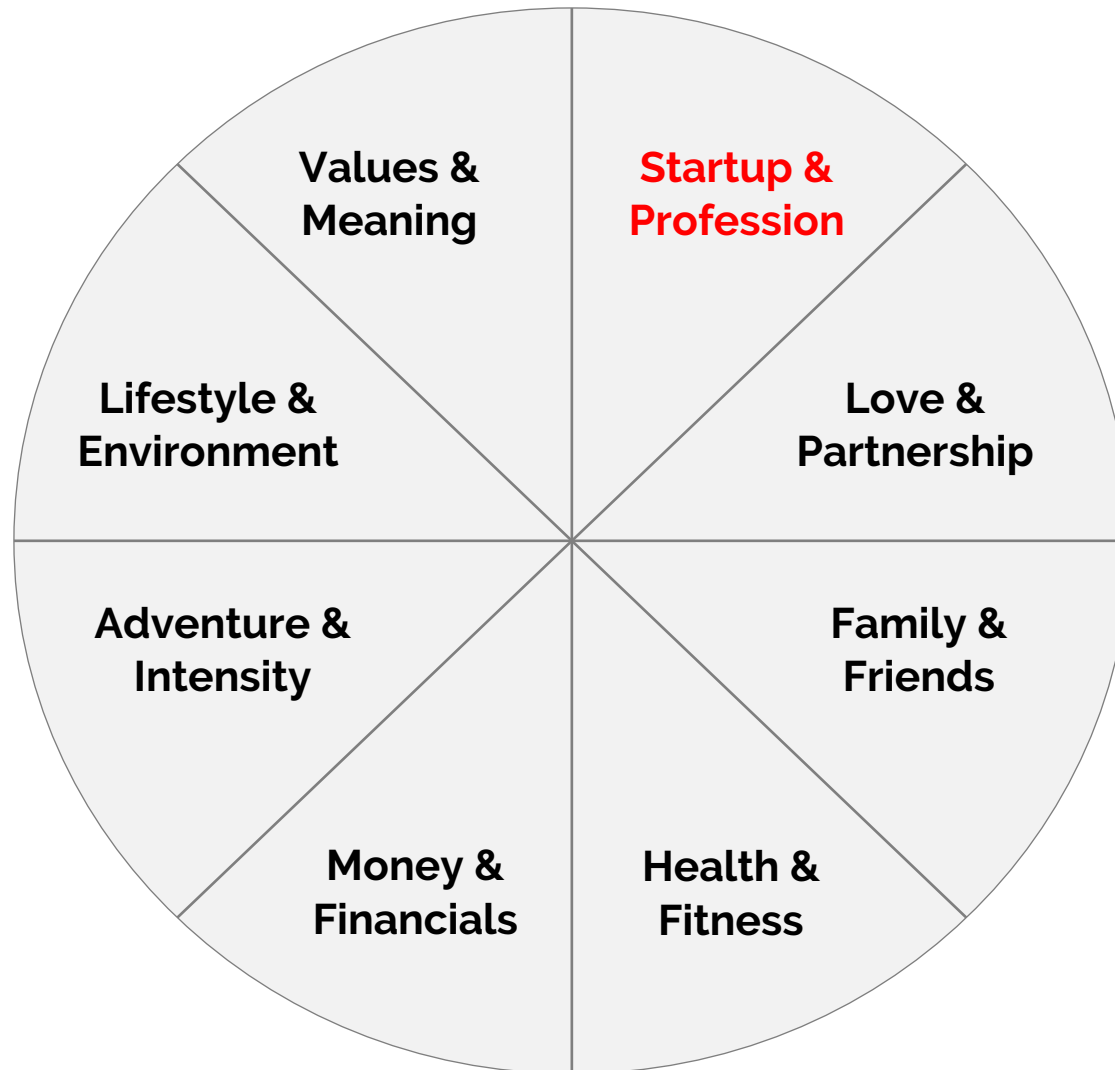
SELF-LEADERSHIP

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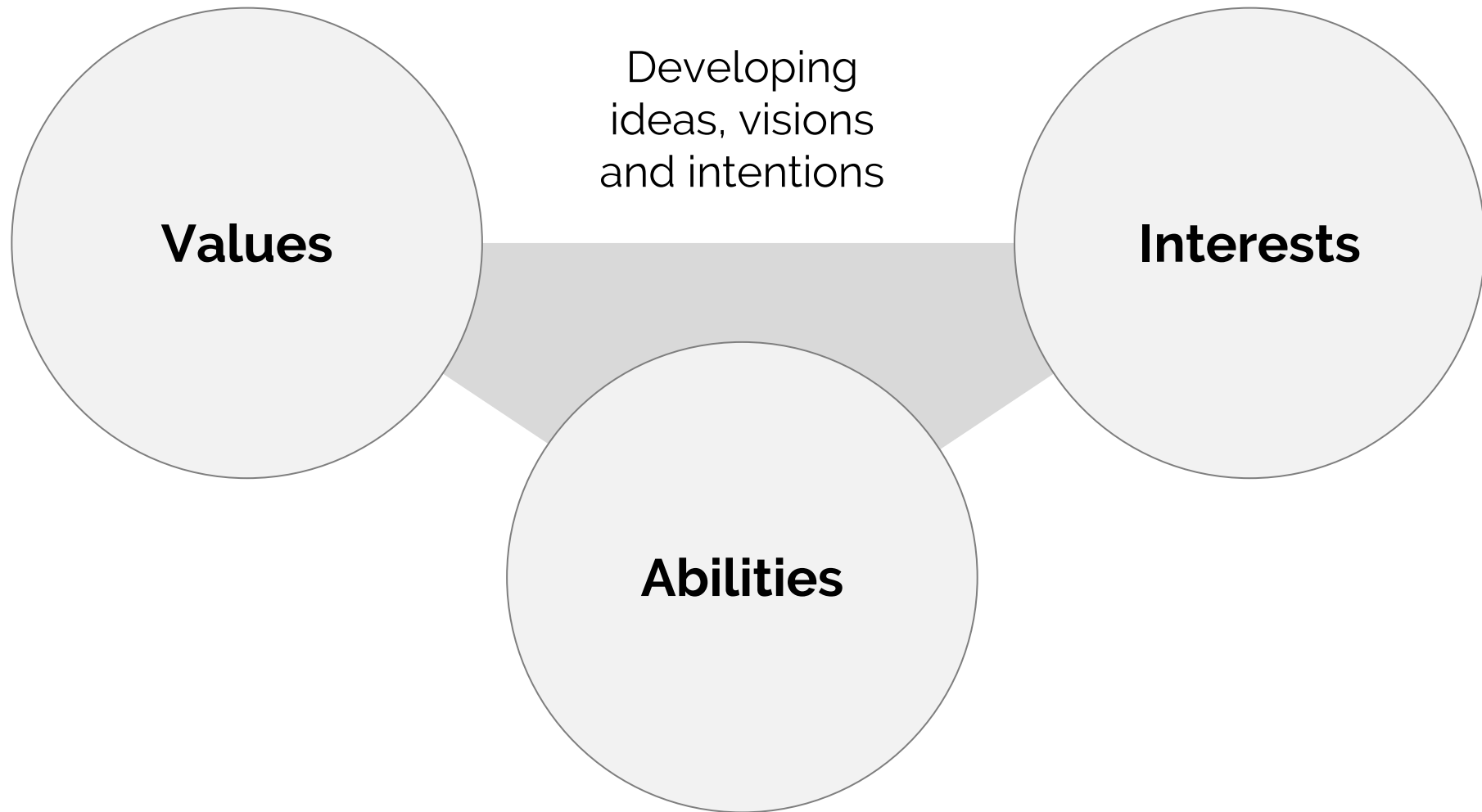
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Areas for evolutionary change and self-leadership

1. How important is the respective area for you?
(Scale 1-10)
2. How satisfied are you in the respective area?
(in %)
3. In which field do you have a clear vision for yourself?



The VIA-Profile as a starting point to develop visions



Three columns for designing your future life

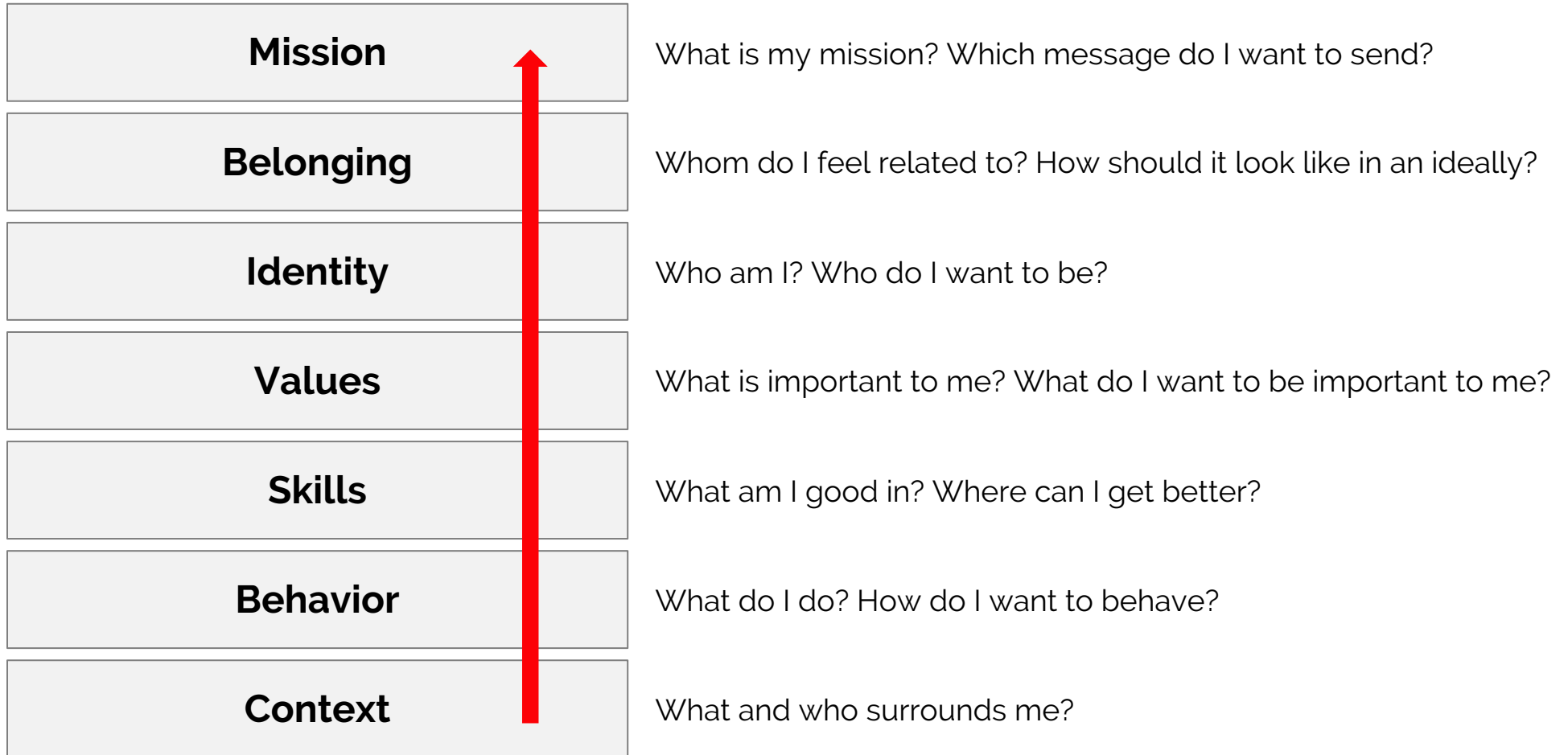
Developing visions,
ideas
and intentions

Qualities I **want** to
have in my life

Qualities I do **not**
want to **have** in my
life

Qualities I **want** to
develop for my
new life

The logical levels as an instrument for self-leadership



Take-away #5

You are not a fixed
state of existence!
Allow yourself to
develop and **grow**.



Hope to see you soon!



Dr. Jessica Di Bella

Life Coach & Innovation Trainer

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Sign up for my newsletter to receive
fresh inspirations and free tools!

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