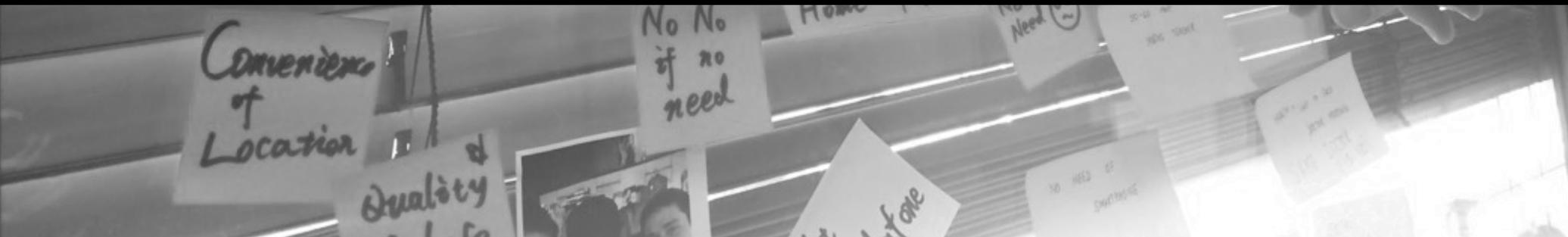


## Entrepreneurship X

# SELF-LEADERSHIP

Know-How and Tools for Successful Entrepreneurs

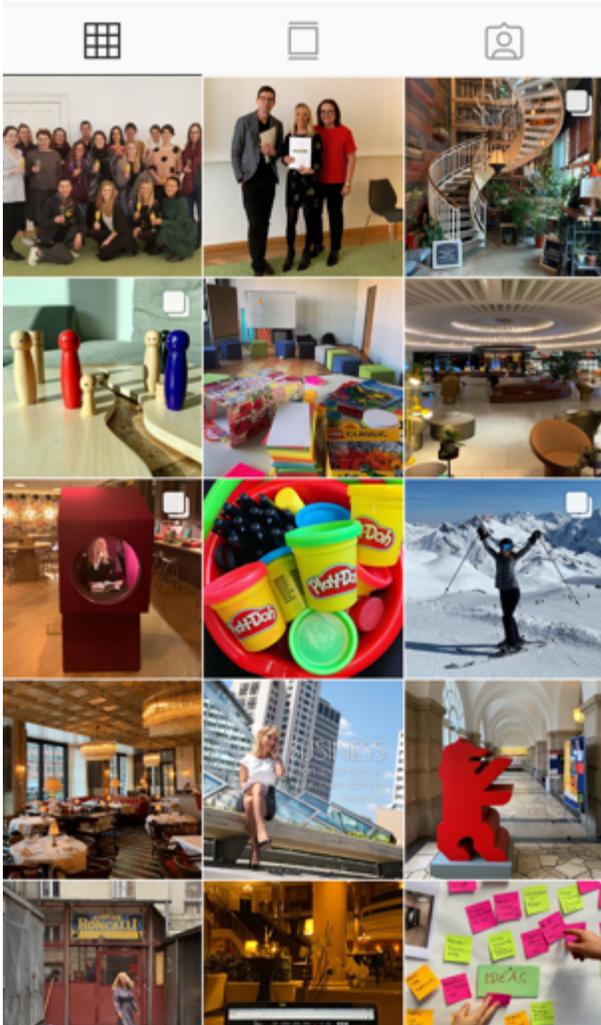


**Dr. Jessica Di Bella**

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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

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**Check out my blog:** [www.jessicadibella.de/blog](http://www.jessicadibella.de/blog)

# The entrepreneurial self

Human concept:

## HOMO AGENS

Ludwig von Mises

Mindset:

## ENTREPRENEURIAL SELF

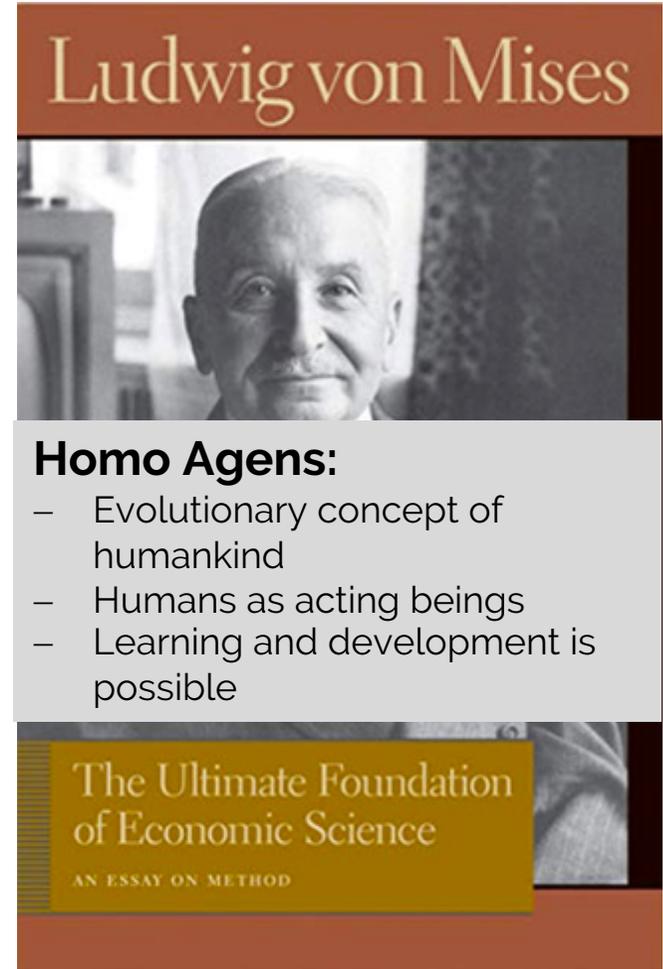
The entrepreneur always searches for change, responds to it, and exploits it as an **opportunity**.

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.



# 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

Entrepreneurship X

## SELF-LEADERSHIP

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## About the nature of change

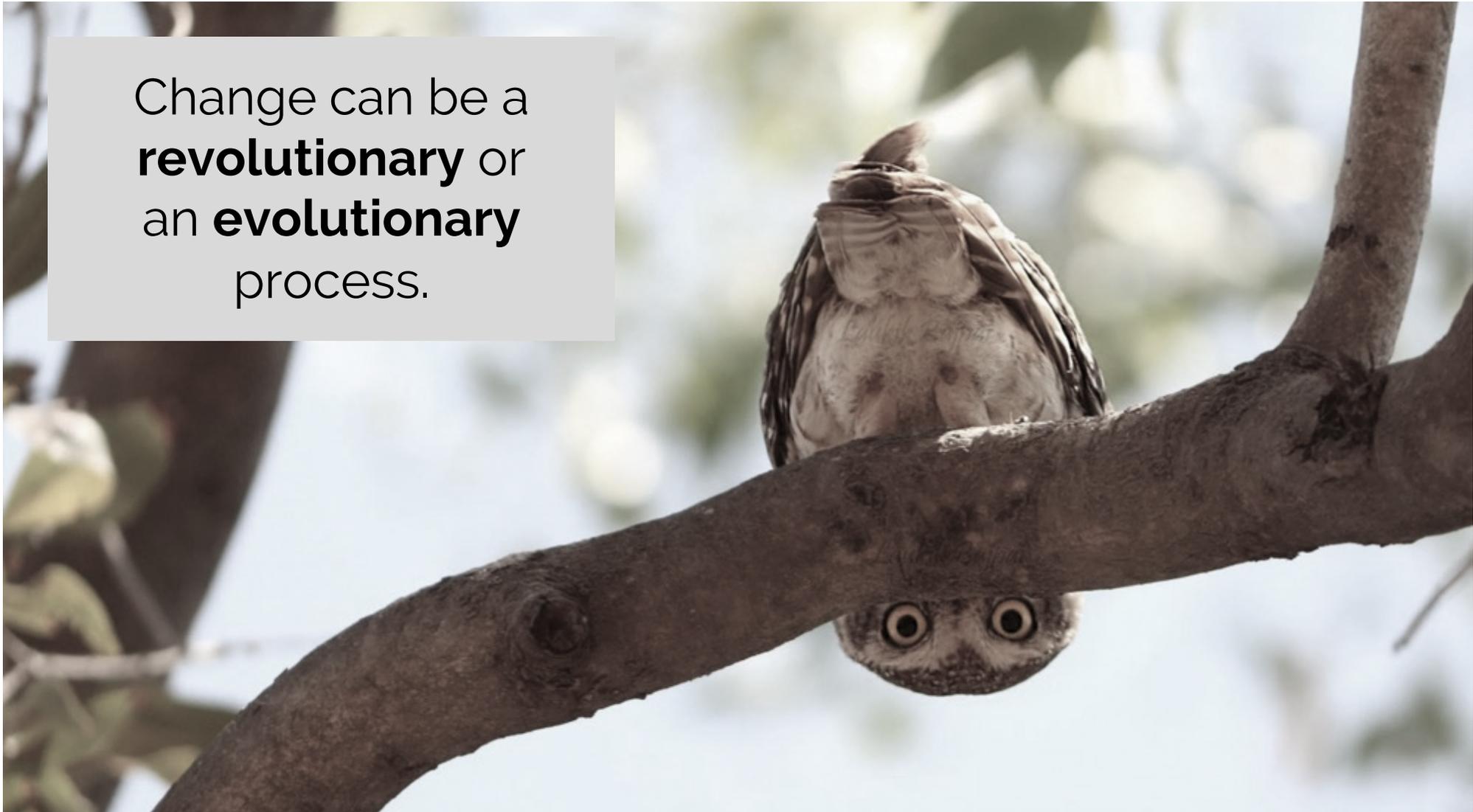
**CHANGE** refers to becoming **different**, to making (someone or something) different or to becoming something else.

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

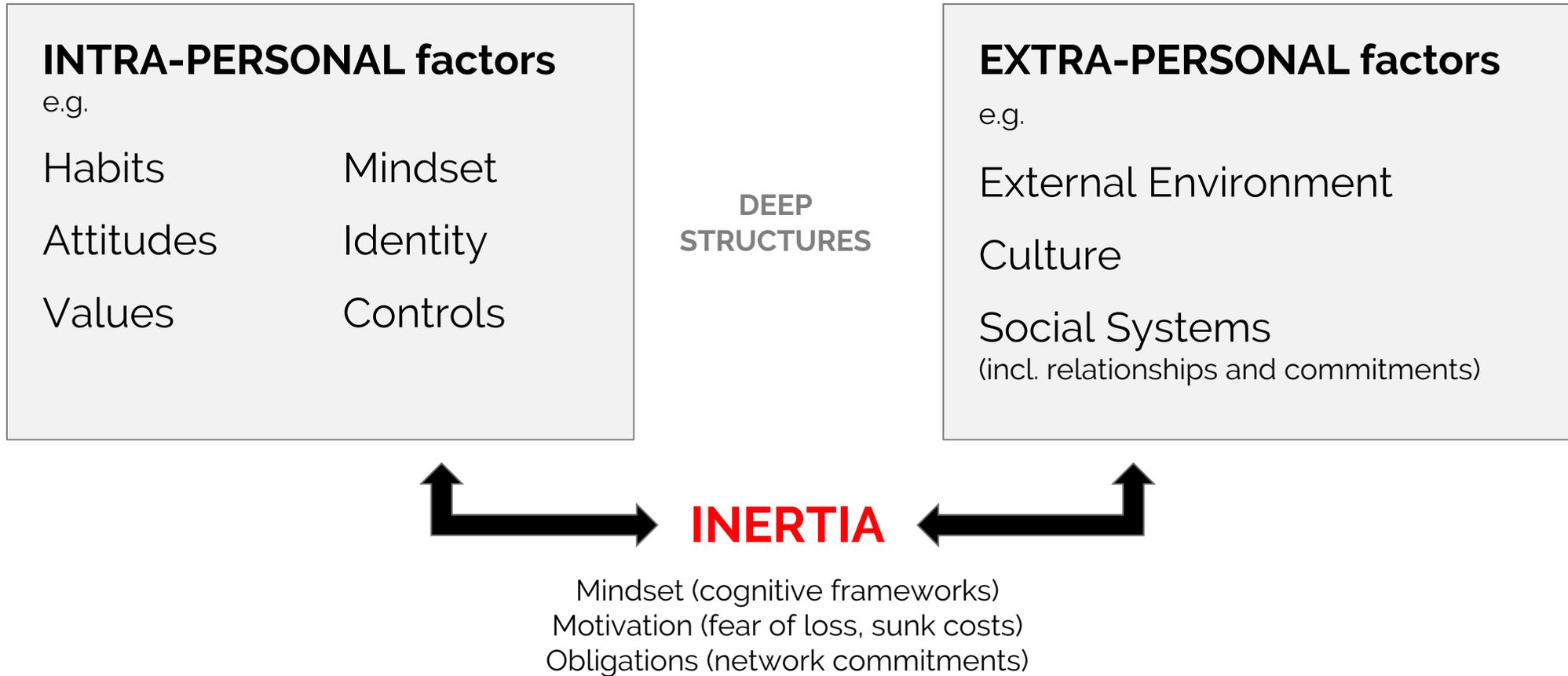
Change can be a  
**revolutionary** or  
an **evolutionary**  
process.



## 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



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

The Nature of Personal Change

**From Change to Self-Leadership**

Self-Leadership Tools

Entrepreneurship X

**SELF-LEADERSHIP**

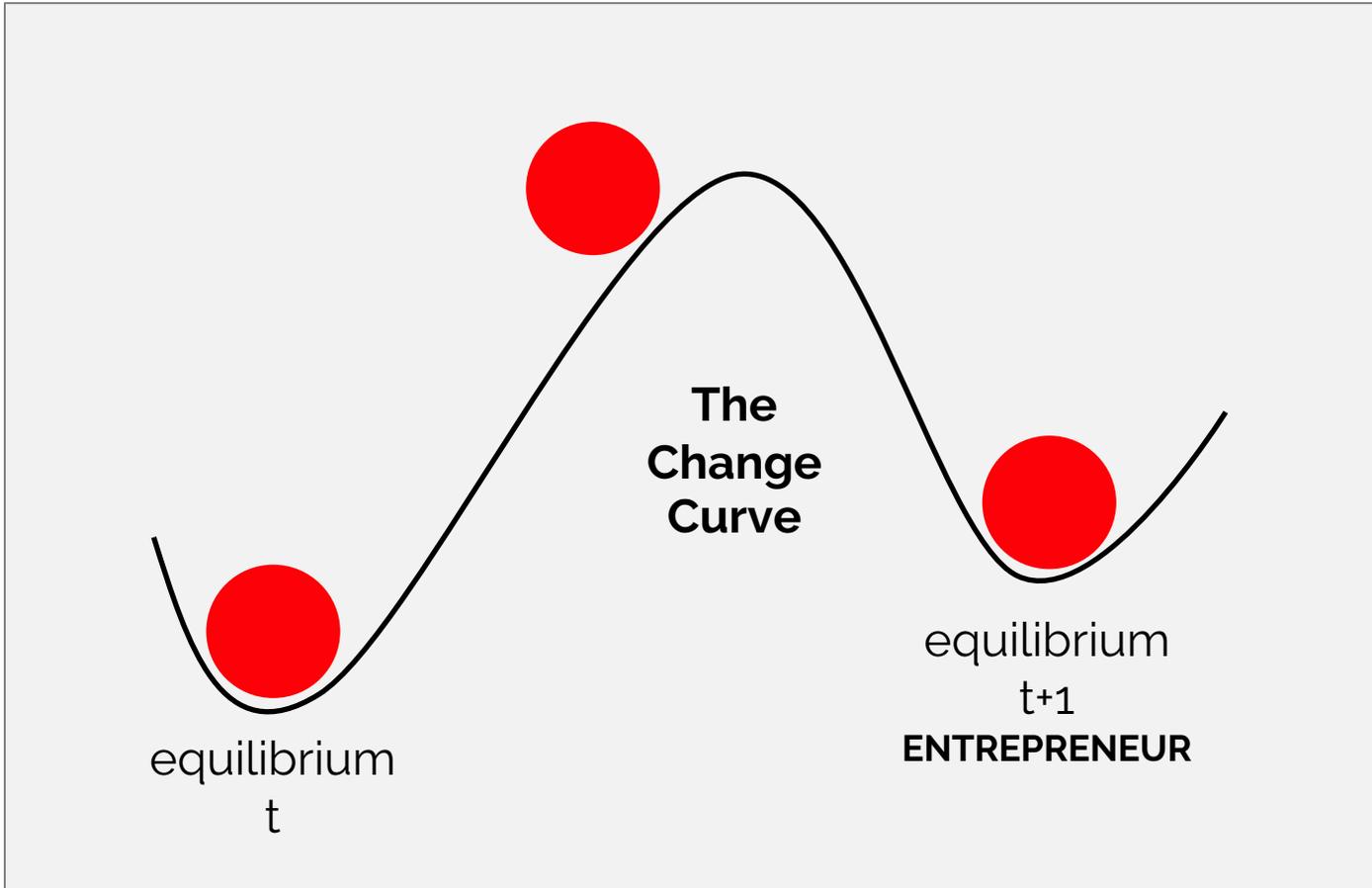
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## What is self-leadership?

**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

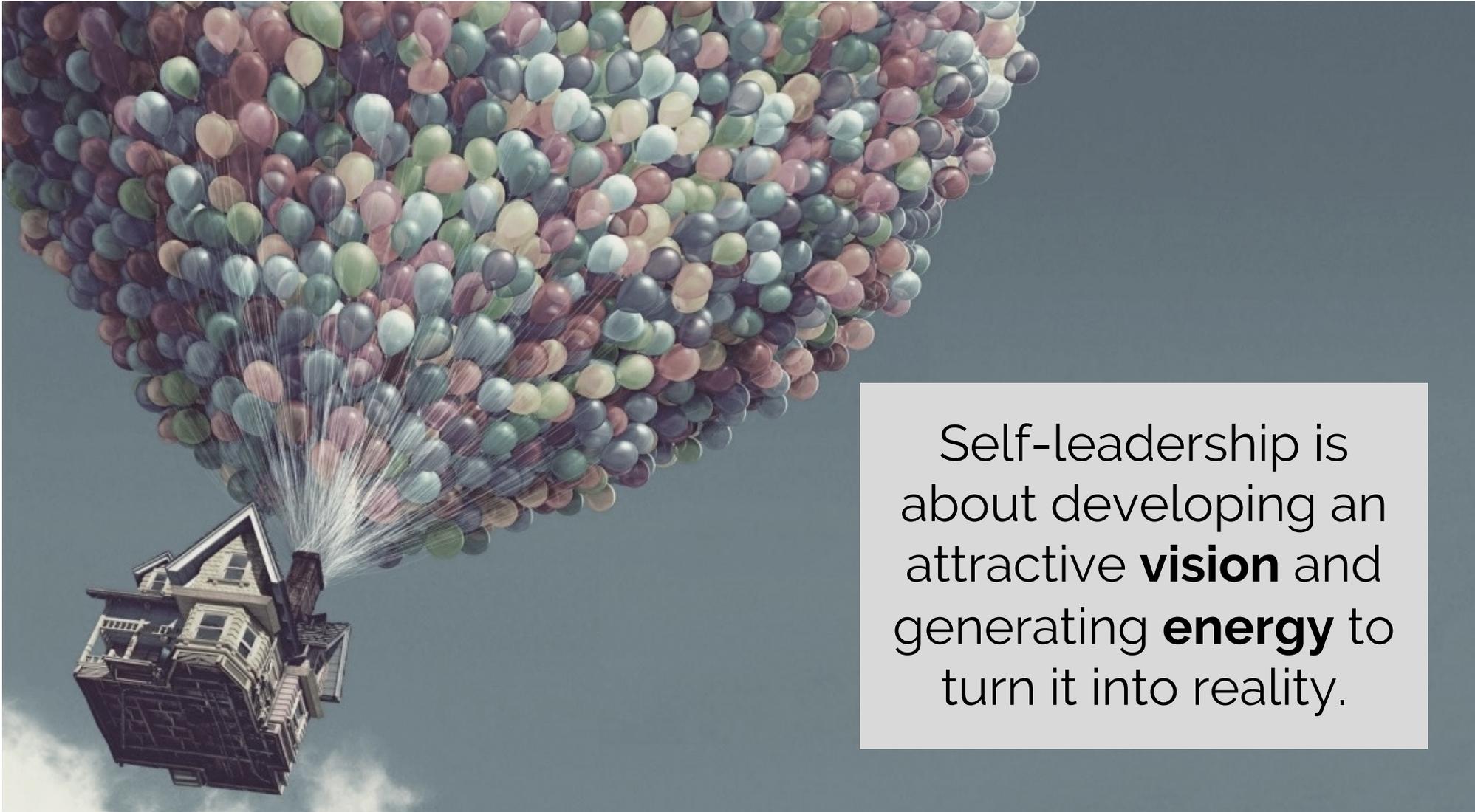
Necessary conditions your visions and goals should fulfill in order to enable self-leadership:

- ✓ 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:

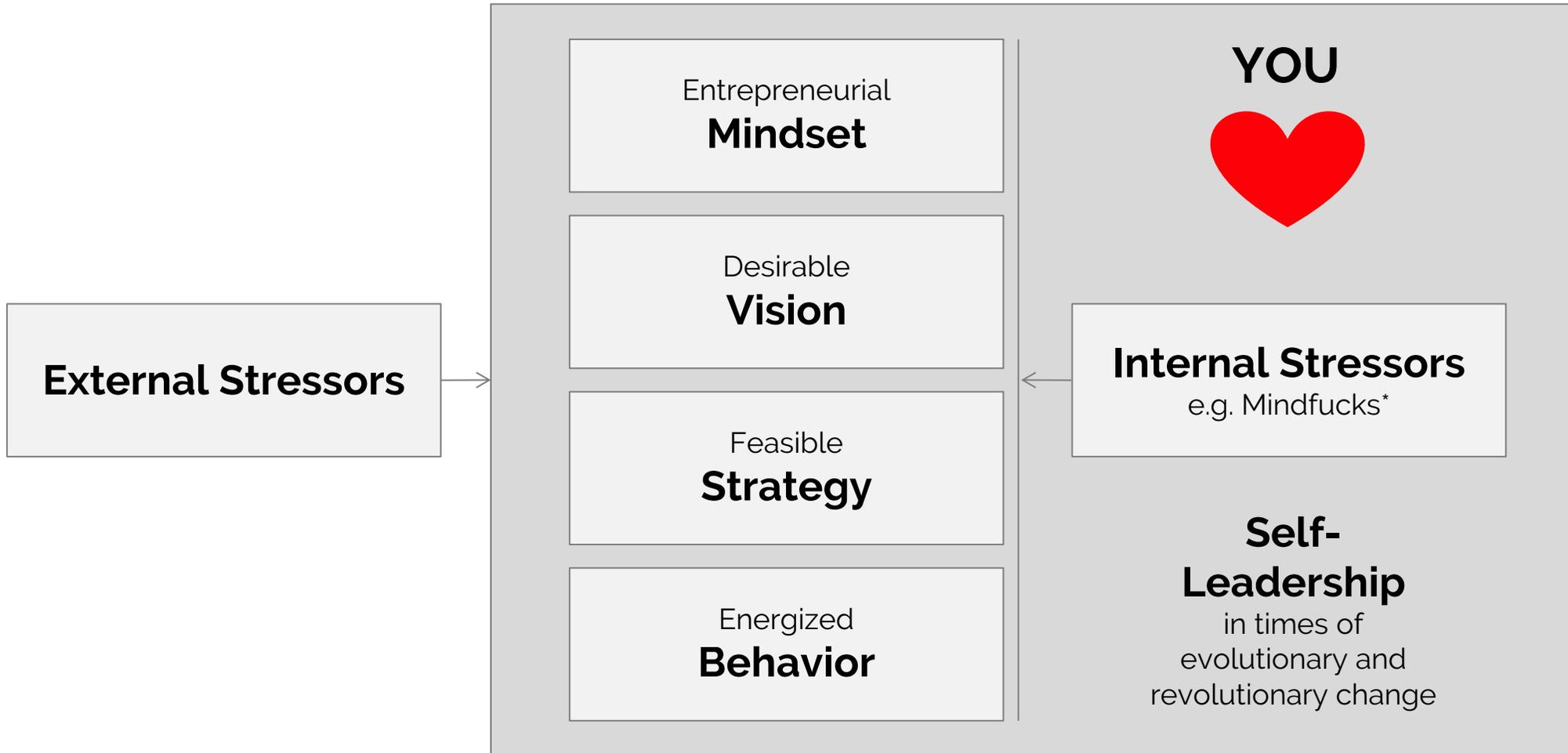
**How do I want  
to feel?**

## Take-away #3



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

# A model of self-leadership



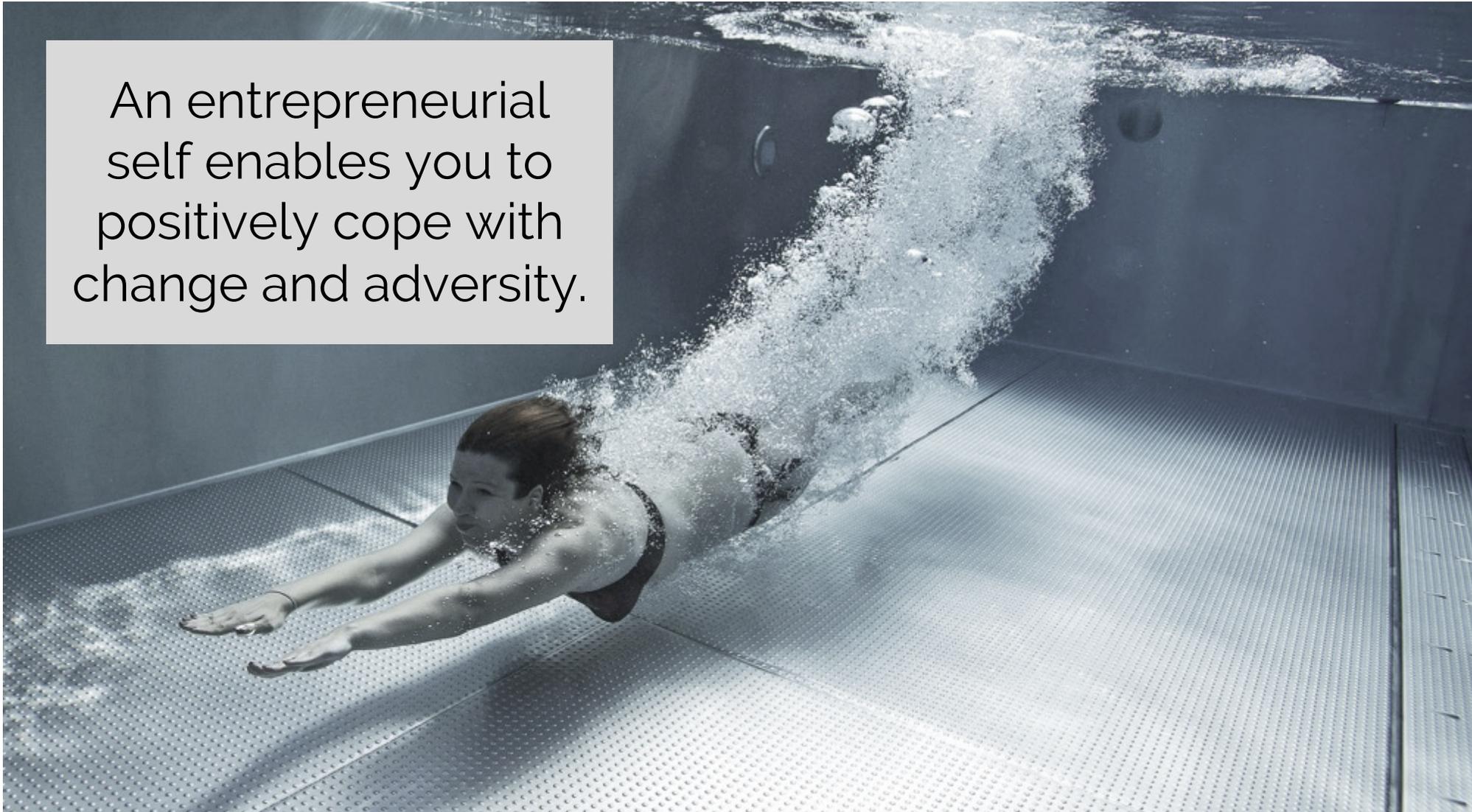
\*Petra Bock (2011): Mindfuck: Warum wir uns selbst sabotieren und was wir dagegen tun können. Knauer Verlag.

# 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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Entrepreneurship X

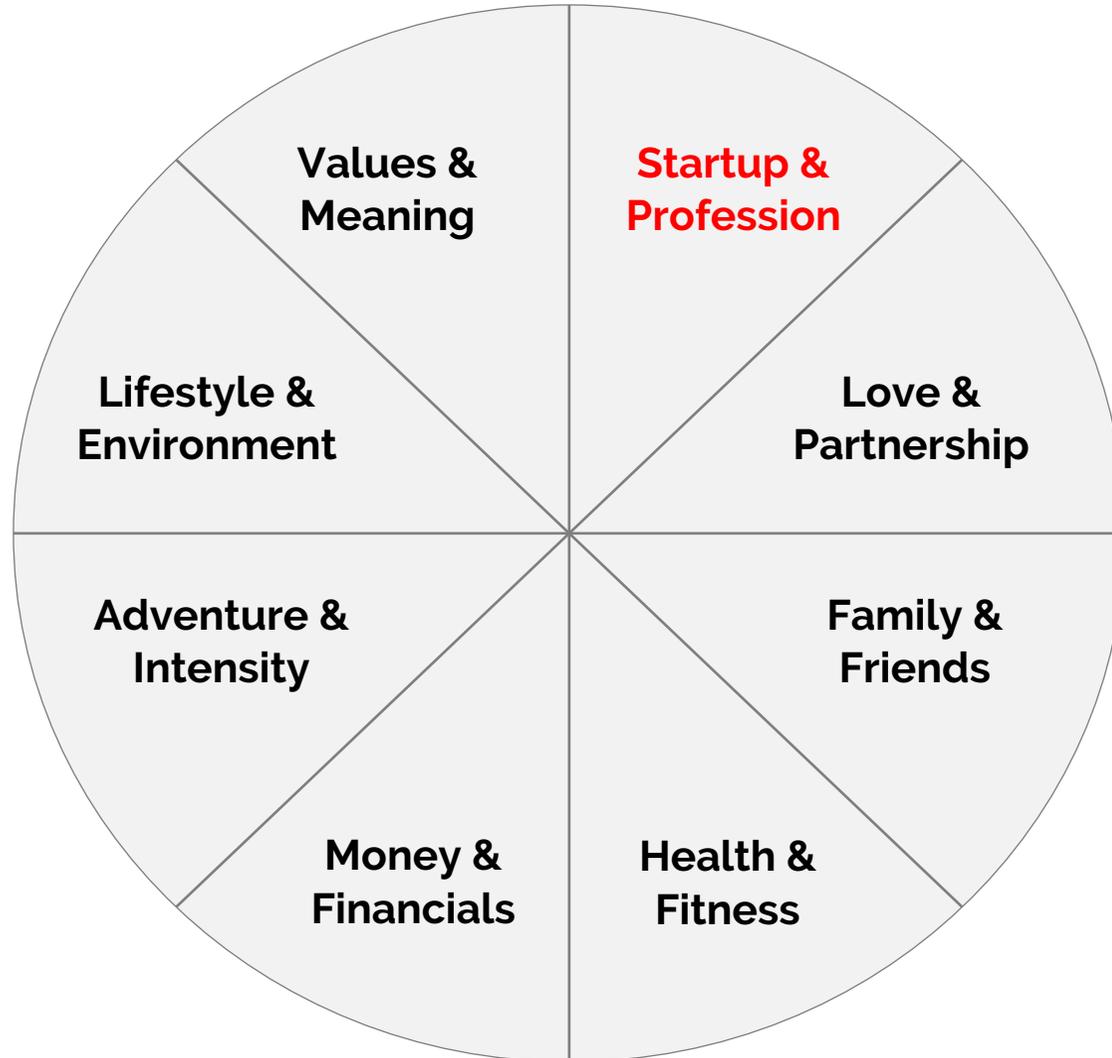
## **SELF-LEADERSHIP**

Know-How and Tools for  
Successful Entrepreneurs

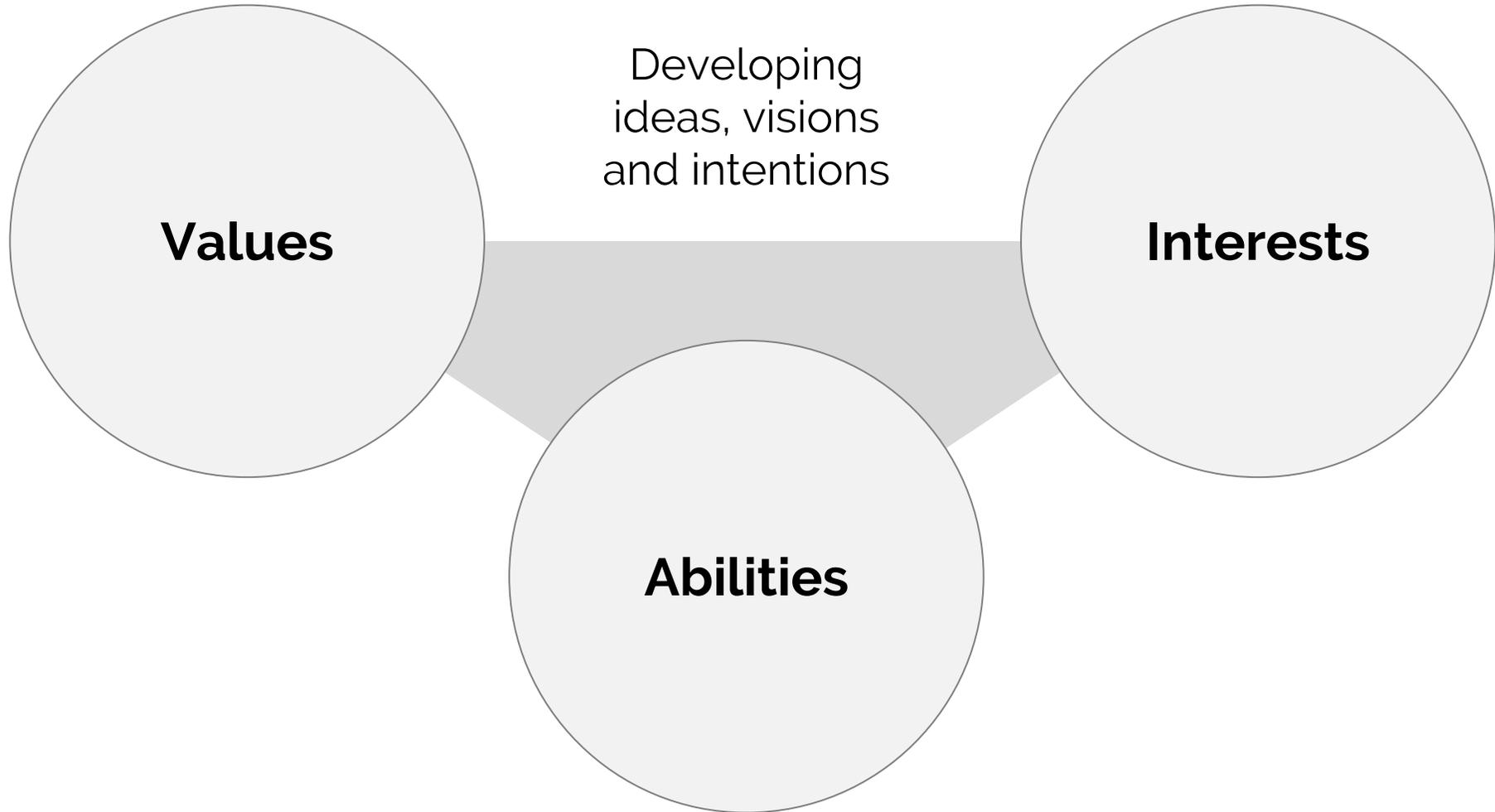
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# Areas for evolutionary change and self-leadership

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

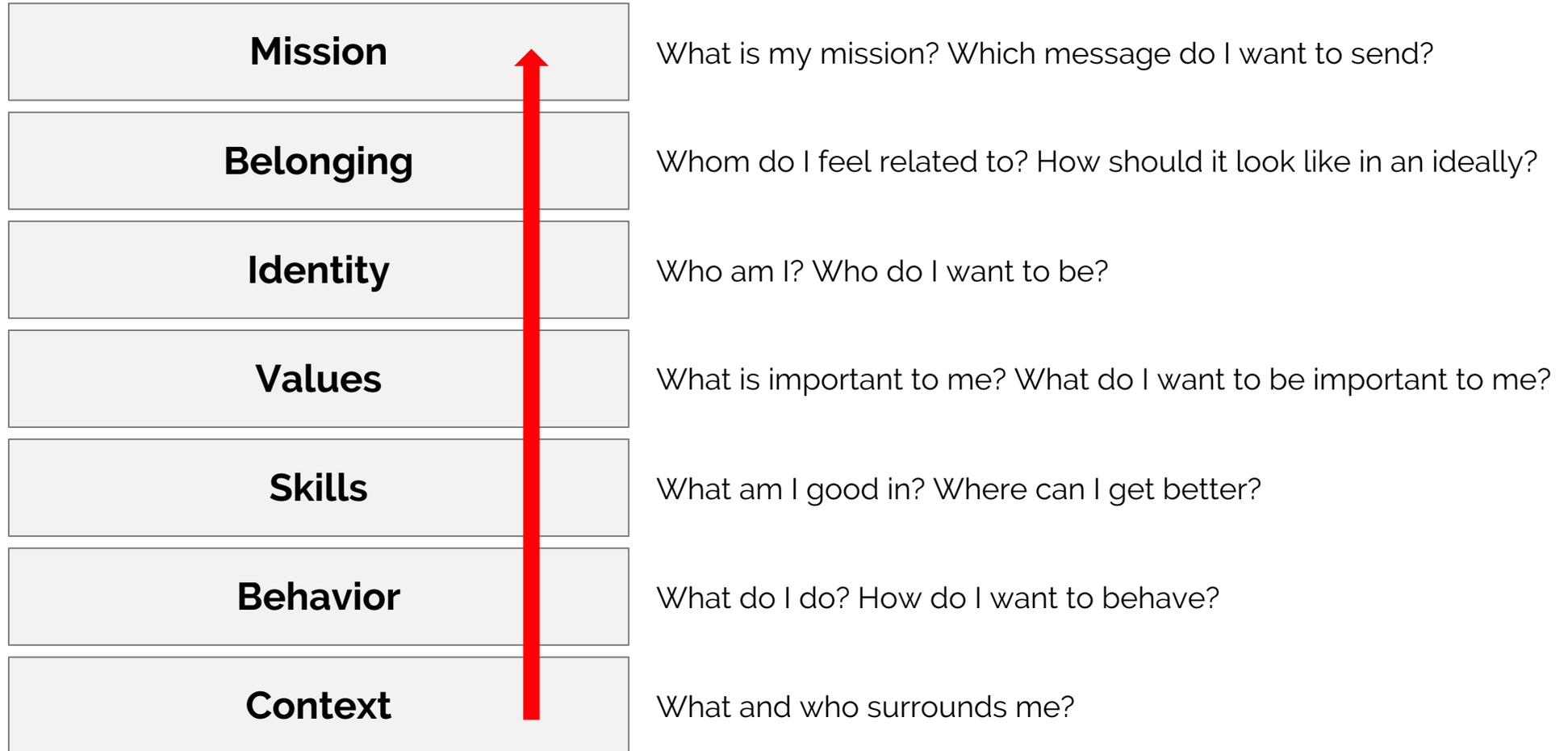
Developing visions,  
ideas  
and intentions

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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fresh inspirations and free tools!

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