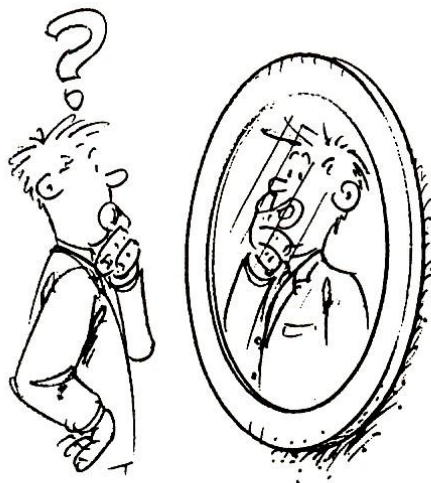


Step 2. Self image

Every individual have a great potential to grow and develop.
With the right conditions we can manage with almost anything.
So what are Your self image in Your role as a start – up entrepreneur?
Do the **test** and reflect over the results! The test starts on next page!
After the test – continue here:

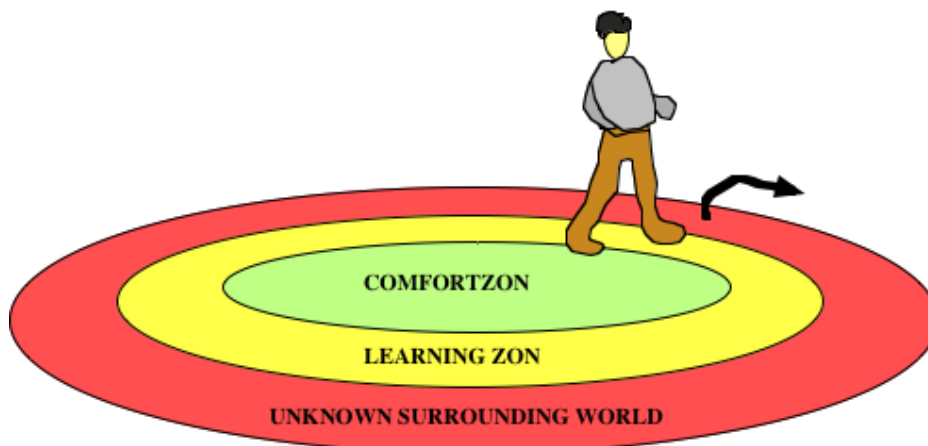
From where do we got our self image?



SELF PORTRAIT

- WHO AM I?
- WHAT AM I CAPABLE OF?
- WHAT DO I REALLY WANT?

In interaction with others we slowly build a picture of our selfs. Depending on how other people around us treat us we get a picture of who we are and what we stand for.



As a becoming entrepreneur it's important that You believe in yourself in that role. You must be prepared to be questioned and you must have answers on every possible question about your self and your business idea.

To deal with uncertainty it takes a lot of courage. And to start a new business from start includes a lot of uncertainty!

So You got to have a lot of courage and to act smart to decrease the risks in the start up phase.

As You can see in the figure above – You have to leave your comfort zon when you enter the start up process. And on the border between the known and the unknown You will experience a very dynamic learning! Enjoy it!



In the figure above You can see how we select and detect signals depending on our self image. If we have a good trust in dealing with unsertainty we will see possibilities only. If we are scared for the unknown we will only see problems and threats.

Test Your Self image!

Self-knowledge - this is who I think I am!

Name.....

High values on these parameters below signifys a person of proficiency. How about you? Be honest in your answers and then consider what areas you want to improve! Rate your self from 0 to 10 points with a X on the lines!

1. I translate every goal into detailed and well-defined pictures of the goal with the desired future results. I'd describe its positive consequences in a lively manner with all the senses.

0.....10

2. I work in a long-term manner, disciplined to reach my goals and am not letting myself break down due to small setbacks. I can live with uncertainty, i.e. not knowing how things are going to develop and how the problems are going to be solved.

0.....10

3. I constantly seek to increase my knowledge and learn new things. I am open to new ideas and listen to other people’s experiences, testing and adapting them to my own circumstances.

0.....10

4. I am creative - making the best out of problems. I have an ability/habit to constantly see new angles on situations and problems.

0.....10

5. I can control my fear. I usually handle my fears and doubts, which diminish my chances to enjoy life, and then aim in a positive direction.

0.....10

6. I am independent and take full responsibility for my actions and their consequences. I can motivate myself, i.e. I am not dependant on other people’s approval.

0.....10

7. I have the ability to develop sincere and durable personal relations. I am a good listener and give psychological support and encouragement to others.

0.....10

8. I have good economical sense. I view my personal economy in a long-term manner and I have good control over income and expense.

0.....10

9. I have regularity in my lifestyle with enough sleep, relaxation and rest.

0.....10

10. I exercise on a regular basis and enjoy physical activity. I am not trying to be Mr./Mrs. Perfect but trying to outdo myself and my limits.

0.....10

11. I increase my resistance towards sickness and feelings of discomfort with "positive thinking" and by seeing myself as healthy and "not having the time" for any kind of aches or pains.

0.....10

What do You think about your results? Are you OK with them? Now pick two of the parameters that You want to improve! Set a new target level for this two (put a new X on the lines) areas and set a deadline – a date – when you shall be there!

Improvement parameter 1.
Deadline date

Improvement parameter 2.
Deadline date

Back to the figure on page 2.

Based on earlier experience we select relevant information in the information flow and finds it inspiring or threatening. Our subconscious knowledge tells us to be afraid or happy. For an entrepreneur in a start up process it's important to feel comfort in the situation of dealing with uncertainty.

The advantage now – compared with the situation in school is that You have chosen your challenge yourself – it's not math or physics – it's life!

In the school of life competence is the sum of knowledge and ability.



To grow as a human-personal development

We have learned the words "Trail and error". And of course You must learn when You make a mistake. But when You start up a new business it's important to not make mistakes and – if You do some – make them small.

We use to say "It's easy to know the right answers afterwards" but in Your situation it's much better to know the answers in advance. So try to find out as much as possible before You take risks!

That's what we call " trial and success" – to learn by doing right from start.

Now take a break and reflect over this issue:

What are they three most important advantages for You with becoming an entrepreneur and running Your own business?

- 1.
- 2.
- 3.

It's important that You feel happy when You think about Your new business!

Reflections:

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