

IN SEARCH OF YOUR OWN ENTREPRENEURIAL IDENTITY

Are you considering starting an entrepreneurial activity or have you already started and you are asking yourself if you are able to face the role? It may be said that entrepreneurs are born, not made but we don't listen to these voices because a person can become an entrepreneur on their strength of their own characteristics.

WE WILL WORK

- to recognise and analyse the **differences between Entrepreneurs & Managers**, what distinguishes them and where they overlap
- to know how to use **strategic analysis tools** which are indispensable today
- to identify our **entrepreneurial identity** in terms of attitudes and skills.

FORMAT

The program consists of 8 hours

1°) CLASS TRAINING PROGRAM

(8 hours)

The class training focuses on some of the main aspects for those who want to deepen with the topics of the entrepreneurship.

BUILDING ONE'S ENTREPRENEURIAL IDENTITY

Awareness, motivation and drive - constructing a possible future

Being an entrepreneur today - myths to be demystified and new paradigms

Entrepreneurial characteristics and behaviours - developing awareness

Personal Attitudes - motivation and values, searching for opportunities, commitment & determination, courage / boldness, resilience

Managerial skills - strategic vision, innovation, communication & interpersonal skills, leadership, team management

Self-Assessment of our entrepreneurship

From intuition to an idea & from an idea to business model

Interview with an entrepreneur - The characteristics of an entrepreneur

Comparing interviews - What can be learned from an experience?