

Motivation for becoming an entrepreneur

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Salonic 2022

What is motivation?

- = the **totality of motives or reasons** (conscious or not) that cause someone to perform a particular action or to strive toward certain goals.
- Robbins (2002) defines motivation as “the determination to exercise a **high and persistent level of effort directed** toward the achievement of an organizational goal, conditioned by the **ability of the effort** to satisfy any need of the person making the effort.”
- In conclusion, human motivation is the totality of the factors that make people to perform an activity.

- Do you want to be an entrepreneur?
- If Yes, why?

• Possible motives

- Strong desire to do something in your life, to achieve something you want
- Having trust to succeed because other succeeded before
- Independent, being your own boss, not having to execute orders of others
- Desire to help people
- Being rich
- Being an important person, famous, admired by others
- Changing something for better
- Search for new challenges

Push factors

- Being fired from a job
- Unwanted transfer for job purposes
- Difficulty into finding a job
- Dissatisfaction with being employed
 - misunderstandings with the boss, colleagues,
 - with the content of your work,
 - with purpose of your job and company

Self-motivation

- Fulfilling your desired goals by motivating yourself
- Motivation is right INSIDE you!
- Enthusiasm motivates people to find better solutions, have innovative ideas becoming creators
- Being committed towards your own personal goals inspires and develops emotional attachment

Motivation definitions

- Motivation is internal to a person, it cannot be seen
- Motives are externalized via behaviors
- Motives spark action towards reaching his goals
- Strong motives keep the action moving forward towards goal achievement

Motivation

- A single motive can (and will) determine multiple and various behaviours
- Different motives may sometimes generate a single behavior
- Motives are dynamic: appears, develop and disappear, or change due to being achieved, do not keep the same intensity over time

Two types of entrepreneurs

- **Spontaneous entrepreneurs**
- motivated by their desire
- Are strong in creative abilities
- Is a natural behaviour
- No need for external motivation

Two types of entrepreneurs

- Motivated entrepreneurs
- Motivated by their desire to use their technical/professional expertise in their own company
- They have initiative, are confident, courage
- Provides new products/ services to consumers

- Motivation influences behaviour!
- Which are critical key behaviours for success as an entrepreneur?
- A very long list?
- Here follow the top ten (not in any hierarchy of importance) CIDA source

Motivation as a process

- Is a process aimed to **stimulate, guide and maintain** the efforts of one person towards achieving a goal
- **3 components**
 - **1. effort** = a measure of intensity and dynamism
 - **2. direction** = great efforts lead to success only if they are oriented towards a direction, goals desired for the individual and the organization
 - **3. perseverance** = maintain the effort at the required high level of quantity, intensity and oriented towards the desired direction, goals

Factors required for entrepreneurship to happen

- - the individual, motivated, with certain qualities, skills, looking for opportunities in the business environment.
- - its action; the entrepreneur does something to exploit the opportunity.
- - the organization = the entrepreneur creates an organization, a company.
- -the innovation: the entrepreneur brings something new to the market

10 Key behaviours (CIDA model)

- Values led = having a clear sense of values and beliefs underpinning creative and business decisions, particularly in challenging or difficult times
- Conceptual thinking = uses fresh approaches, generates crazy new ideas leading to new or radical change, listens to new ideas without pre-judgement

Strategic thinking

- Valuing the planning process
- Planning over a significant period of time
- Recognizes external trends and opportunities
- Thinks through complex implications for the business

Commercial aptitude

- Keeps up to date with latest developments in the field
- Seeks out best practices
- Identifies and seizes opportunities not obvious to others

Project management

- Planning and turn ideas into reality
- Managing critical links between people, ideas and information at all stages in the lifecycle of the project
- Understanding how to negotiate, communicate with tact and reach agreements which are acceptable to those involved
- Evaluating the effectiveness of project planning and implementation

Risk taking

- Operates from hope of success rather than from fear of failure
- Persists into pursuing goals despite obstacles and setbacks
- Considers setbacks as due to manageable circumstances rather than as a personal flaw
- Learns how to responsibly assess various choices
- Weighs outcomes against values and responsibilities

Customer sensitivity

- Builds long-term relationships on trust
- Generates expectation of high level of customer service (and satisfaction)
- Regularly exceeds customer expectations

Networking

- Understands that networking is a key business activity
- Understands its utility: providing access to information, expertise, collaboration and sales
- Understand that planning and preparation leads to desired results

Leadership

- Builds and maintains a total capability of his team including free-lancers
- Creates a common purpose through sharing vision and values with team members
- Walks to the talk!

Innovation

- Uses imagination to develop new ideas and insights
- Turns innovative ideas into products, services, business processes and relationships
- Ensures that innovative ideas have the potential to add value

Creatives entrepreneurs

- very important technical skills and business skills to turn ideas into businesses and adding value
- First, where is your head?
- Where is your heart?



The Creative Entrepreneur toolkit

CONCLUSION

End

Thank you !



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