

Module 2 Building up entrepreneurial attitudes and competencies

Reading material for Entrepreneurial personal motivation

Reasons to become an entrepreneur

There are a lot of reasons why a person becomes an entrepreneur.

People are very different from each other, both in terms of their physical characteristics, psychology, and skill. One of the postulates of organizational management is that each person is unique, so no two people are alike. Therefore, no organization can be identical to another. Some people prefer to live a quiet life, while others prefer adventure. Most people prefer routine work.

But there are people who can't stand doing the same things every day. In no case should the decision to become an entrepreneur be accidental. If a person does not understand his motivation for this, it is better to give up the idea of becoming an entrepreneur. The awareness of why a person wants to set up his own business leads to psychological fortification for the effort to be made. And this effort is not negligible, neither in terms of intellectual and physical energy, nor in terms of time invested, or financial resources. They are joined by the stress involved in the process of creating something new, in which the risk of failing and losing money invested in the business is considerable compared to when you do not choose the path to becoming an entrepreneur.

the reasons that can lead a person to become an entrepreneur can be grouped as follows:

- reasons related to the person (psychological);
- reasons due to the influence of external conditions;

reasons created by the experience you have.

Frequently, there is not a single reason behind the decision to become an entrepreneur. Of course, if there are several reasons, their importance to a particular person is not the same as the importance of the same reasons for other people.

The main reasons for becoming an entrepreneur are:

1. The desire to achieve something of your own. Many people want to create something to show both others and themselves that they are valuable and capable of success. They are happy when they have the opportunity to present their own achievements to the people around them. Another cause that can cause a person to turn to the business world is his way of being: he hates routine work, the monotony of a day in a particular profession, and seeks something that will give him the opportunity to think and discover new ways of doing things the way he wants. People who have greater creative-innovative potential are spurred to start their own businesses for this reason.
2. The desire for independence is an important reason that can lead to the decision to become an entrepreneur. He cannot stand to depend on anyone, whether they are parents, owners or bosses. They put their independence and autonomy above all else than other people. Parents are the first to

contribute to the independent and autonomous character of future entrepreneurs through the education they give their children. The chances of success in business are much higher in independent individuals, who have a strong sense of antipathy to submission, conciliation, and dependence.

3. Dissatisfaction with being employed. When a person is hired by a boss who does not see with good eyes their desire to achieve new things, most of the time, that employee begins to perceive feelings of frustration. In such situations there is a possibility for employees to realize that the employer is not a particularly capable person. The frustrated employee, comparing his personal qualities with those of the employer on the one hand, and on the other hand his income with those of his, will quickly feel that he is no longer satisfied with the status of an employee. He may also realize that his condition is largely due to his lack of courage. All of these are feelings that can trigger, in a pretty strong way, the feeling of dissatisfaction as an employee and the desire to become an entrepreneur as quickly as possible.

The insatisfactions of wage labor are felt strongly by the employees when they:

they are not able to take initiative in the workplace.

they do not appreciate their ideas and personal qualities at the real level.

they perceive that their work is not properly rewarded, especially according to their expectations.

All of these dissatisfaction contribute to accentuating employees' dissatisfaction and to accentuating their motivation to become an entrepreneur.

4. If others have succeeded, then I will succeed too. The motivation to become an entrepreneur can also come from friends and acquaintances around you. If a friend or acquaintance, who is not considered a particularly capable person, has succeeded in a business, the natural question that anyone would ask himself is, "if he succeeded, why couldn't I do the same?" The motivation to become an entrepreneur also increases in this situation. You are determined to set out because you want to lead a life similar to that of your friend or acquaintance.

5. Desire to be rich. The desire to win is an important reason that can cause a person to want to be an entrepreneur. Although, in situations where the main objective of an entrepreneur is money gain, we would be tempted to believe that achieving this goal will lead to the cessation of business. In reality, however, this is not the case at all. On the contrary, the greater the success of an entrepreneur, the more she will develop her business, until other causes, usually physical, prevent her from doing so.

A childhood with shortages can, in the opinion of many, be an incentive to become an entrepreneur. The economic constraint of childhood and youth is the reason that causes a person to want to improve his level of well-being and thus to start his own business. Of course, but this reason, however strong the motivation for success, is not enough. The person will also need to have certain qualities, skills, in order to be successful in business.

6. The desire to become an important person. One can be determined to have his own business also because he is ambitious and wants to gain greater consideration and prestige in his family or in his circle of friends. He can only succeed when others form a good opinion of the value, capacity and progress he has achieved. Success in business also conditions social elevation and personal recognition.

The reasons given above can be considered positive factors that urge a person to become an entrepreneur. There are also negative factors that force her to start her own business. The next reason is part of this group of negative factors.

7. Difficult situations. In the category of difficult situations, an important place is the dismissal. Anyone can get fired. If such a person has tried in several places and failed to get a job, has no one to turn to for help, starting a business can be an alternative. Usually when one feels economically and socially removed, one feels even more free to do something if one is no longer controlled by anyone. Also, in such situations, there is often a desire for people dismissed to prove that they have been wrongly removed and that their value is actually higher. The strong desire to show others what they can achieve generates the strength and courage needed to start a business. There is no word for crisis in Chinese. The word used to describe a crisis is opportunity. This fits perfectly with the situation described above. For many people in a crisis, this can be an opportunity.

In the group of negative factors that force the individual to start a business, together with the situation described, that of the unemployed, the following can be included:

- to be transferred to another job he does not like, the situation leading him to resignation;
- not be able to find work in the specialty in which he has prepared after completing his studies.

We cannot say that the influence of negative factors is less important than positive ones. Both groups of factors generate the desire and courage to start your own business.

Questions for reflection

1. What are the reasons for the decision to become an entrepreneur in general?
2. What are your reasons for becoming an entrepreneur?