



ENTREPRENEURIAL MINDSET & OPPORTUNITIES

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Introduction to Entrepreneurship

An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards.



The Entrepreneurial Mindset

- ▶ entrepreneurs are not “born” with specific traits. It is their entrepreneurial mindset (EM) that makes them different. Yet mindsets are not given, they evolve over time and are influenced by an individual's interaction with the environment.

What is an Opportunity??

- ▶ In a Business Sense, it is an Idea that has Commercial Potential.
- ▶ Something you can make money with, develop a business around it or create value with it.



Characteristics of an Entrepreneur

1. Self-Motivation

One of the most important traits of entrepreneurs is self-motivation.



2. Understand What You Offer

As an entrepreneur, you need to know what you offer, and how it fits into the market. Whether it's a product or a service, you need to know where you fit in.



3. Take Risks

Successful entrepreneurs know that sometimes it's important to take risks. Playing it safe almost never leads to success as a business owner.



4. Know How to Network

Knowing how to network is an important part of entrepreneurship.



5. Basic Money Management Skills and Knowledge



6. Flexibility

To a certain degree, you need to be flexible as an entrepreneur.
Be willing to change as needed.



7. Passion

Passion is what will help you find motivation when you are discouraged and it will drive you forward. Passion is fuel for successful entrepreneurship. If you find yourself losing your passion, that might be the clue that it's time to move on to something else (that stokes your passion). There are many serial entrepreneurs that create successful businesses, sell them, and then create something else.

8. Positivity

Maintaining a positive attitude doesn't mean being naïve; it means looking at challenges not as obstacles, but as opportunities to learn and improve.



9. Creativity

An entrepreneur solves problems, while a successful one finds new ways to solve them.



Conclusion

Running your own business is probably the most rewarding thing you can do with your life, but it's going to be full of challenges. Having an entrepreneurial mindset will help you face those challenges so you can build a successful, thriving business.