**WEEK 2 SESSION**

Maya Penn TedTalk:

* Animator from a young age
* Interest in technology
* Ideas?- spark a movement, opportunity, innovation
* Maya’s ideas- non-profit, environmentally friendly clothes, motivation- helping the environment/ sustainable future
* Needed to learn about the business aspects
* Her passion evolved into her entrepreneur type business

1 PIECE OF READING FOR NEXT WEEK

* Passion/ motivation as a behaviour?

**Passion and motivation in Entrepreneurship**

Psychology?- brain and behaviour, motivation and behaviour, science and purpose explained by interactions.

Nature vs. nurture

* Explain motivational basis of behaviour
* Ascertain basic nature of human beings
* Provide descriptions/ categorisations of how individuals behave?
* Measure personality
* Understand personality development
* Temperament- patterns of behaviour, NOT personality traits
* Heritability vs environment
* Understand mental illness and atypical behaviour- facilitate behaviour change rather than alternating the personality.
* Social desirability- saying you would do all those things only for validation but may not be the reality eg. Go help a friend

Psychoticism traits/ neuroticism traits/ - both positive and ‘negative’ spectrum.

big five- personality theory OCEAN- openness/ conscientiousness/ extraversion/ agreeableness/ neuroticism

traits vs types- psychological classification, qualitative vs quantitative differences eg, intro/extrovert, out pf favour? , similarity to temperament theory, convenience and ‘real world’

The traditional view- personality and entrepreneurship

* Myers- Briggs Type indicator
* Four dimensional model
* Four letter typology – (E/I/S/iN/T/F/J/P)
* Caveat- ‘richer descriptions than explanations’!
* MBTI TYPE- Dominant/ auxiliary- balance with dominant/ tertiary/ inferior

**ENTJ- EXTRO, INTUITIVE, THINKING, JUDGING- SUCCESSFUL ENTREPRENEUR??**

**SELF EFFICACY- SELF BELIEF IN A HEALTHY FUNCTIONAL WAY**

THE DARK TRIAD- Narcissism, Machiavellianism and Psychopathy

* Exploitation for advancement
* Lies and deception
* Ingratiation
* Manipulate for selfish aims
* Lack of remorse
* Worries of ethics
* Attracted to high status of importance
* Hunger for admiration
* Centre of attention
* Cynical view of human nature
* Other’s efforts taken for granted
* Negative? – get you ahead in life

Why does the dark triadic individual succeed?

* Often studied in context of organisational behaviour
* Related to individual and organisations
* Are the always the bad guys?
* Psychopathy negative?
* Adaptive purpose-

REFLECTION

Having no prior teaching to psychology, this session provided me with an interesting initial insight into the subject and how it is so strongly associated to the concept of Entrepreneurship. Learning about the different traits and characteristics which make up the ‘ideals’ of a successful entrepreneur was interesting as it explored certain aspects which I would have not normally linked to entrepreneurship like ‘the dark triad’, which perhaps holds negative connotations but ultimately identifies itself with the ‘success’ of an entrepreneur. Additionally, this session also made me do some self-reflecting of my own personality traits and tendencies and how they can relate to those of an entrepreneur and ultimately if they align or not.