

Entrepreneurship and Innovation

Who am I?

- Hande Sinem Ergun
- Born in Edirne
- 06.06.1976
- 14 year old son
- Professor of Management at Business School
- Responsible from Entrepreneurship and Commercialization Module at MITTO

Who am I?

- Feeler
- A heretic mind
- Conditioning and Unlearning Process
- Curious
- Intorverted extravert 😊
- Progressive Communication
- Concious Awareness
- Sensepreneur
- Do not believe in «teaching»
 - I believe in SHARING

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I am a
HOLISTIC
entrepreneur

MY LOVE + LIFE + WORK + SPIRITUALITY
ARE NOT SEPARATE.

- What are your expectations from this course?
- Mini homeworks 😊
- 2 group projects
 - One for mid-term
 - One for final
- Presentations

Who will help you?

KEY PARTNERS

How do you do it?

KEY ACTIVITIES

What do you do?

VALUE PROPOSITION

How do you interact?

CUSTOMER RELATIONSHIPS

Who do you help?

CUSTOMER SEGMENT

What do you need?

KEY RESOURCES

START
HERE

How do you reach them?

DISTRIBUTION CHANNELS

What will it cost?

COST STRUCTURE

How much will you make?

REVENUE STREAM

- Idea Generation
- Business Model Canvas
- Lean Canvas
- Value Proposition
- Customer Development
- MVP
- Financial Model
- Elevator pitch/ business idea presentation

For next week...

- What are your expectations from this course?
- What are the topics you are curious about?
- What contributions can you make to this course?

Something Extraordinary
Is Happening in the World,
And Most People Haven't Noticed...

- Old Paradigm...

- New Paradigm...

Business in the Old Paradigm:

A set of skills, rules, and methodologies to learn and master.

Business in the New Paradigm:

A vehicle for self-expression and using your time and energy in a way that feels energizing and benefits others.

- How we create things?
- Who is to decide what works for you?
 - it's ultimately up to me to decide what works for me.
 - Formulas are helpful when they resonate but constricting when they don't allow for the totality of our unique human expression.

Business is such an important vehicle for because it often allows us to receive money for things we love doing.

That is the shift I feel - structure >>> vehicle.

Work in the Old Paradigm:

Can I meet the requirements for this predetermined role?

Work in the New Paradigm:

How can I share my innate gifts to add value to the lives of others?

- Shifting into the New Paradigm requires some shifts of the mind!
- Part of deconditioning for us is
 - examining our beliefs around what work is and how we work,
 - replacing those with more expansive views of how we are here to use our time and energy and make money.

How do I know what my innate gifts are?

They are the things that I truly enjoy and that I feel I want to share with others in exchange for money.

For me

Letting go of the idea (still in the process) that I make money by fitting myself into a role predetermined by someone else has been challenging but rewarding.

No, I make money by sharing my innate gifts in a way that feels energizing, satisfying and peaceful to ME.

That might be a role designed by someone else, but only if it feels like a major YES inside.

What is your dominant feeling?

Success in the Old Paradigm:

- Profit*
- Growth*
- Beating the competition*

Success in the New Paradigm:

- Personal satisfaction*
- Being energized by work*
- Creating as your true self*

- The world has been chasing Old Paradigm success for a long time, and it has left us burnt out, ill, and unfulfilled.
- In the New Paradigm, we know that profit and growth occur as a result of focusing on our own joy and satisfaction, sense of peace through aligned action, recognizing unique gifts and embracing openness, magic, surprise, and fluidity.
-

- If we also know ourselves well enough, we become aware that we all experience things differently.
 - For instance how do you function under competition - there's nothing to prove.

Making this shift is not always easy - these thought patterns can run deep.

- Deconditioning
- Unlearning

Money in the Old Paradigm:

I must sacrifice to work toward savings goals built by a system that will allow me to retire.

Money in the New Paradigm:

By pursuing the things that most energize/interest me, healing my blocks to abundance, and following my inner guidance, a surplus will naturally occur to secure my future.

- We are now seeing that many of the systems that we were taught to trust can change dramatically overnight.
- In the past, knowing how to contort ourselves to fit into these hierarchies could yield success.
- As we move on, those energetic dynamics won't work anymore. So where is the money now?
- We were each encoded with gifts and interests in that unlock money and abundance of all kinds.

How do we access them?

By knowing ourselves, knowing how to harness our unique energy patterns, and making decisions from our inner guidance.

Decision-making in the Old Paradigm:

- What are the pro's and con's? What do the experts say?

Decision-making in the New Paradigm:

-How am I experiencing this in my body?

- We are shifting away from needing experts to tell us how to live.
- Experts are wonderful as information sources, but not as decision-makers!
- We are moving into a time when knowing ourselves and how we operate is key - the more we recognize our own uniqueness (we are all unique!) the more we will understand that everyone operates differently.
- What an exciting world!



**Generalized
advice is a
form of
violence**

- How many years of our lives have we been taking advice and guidance from others...others who are considering only themselves and NOT operating with an understanding of the person they are giving the advice to?
- Moving forward we will always be considering the recipient of our guidance and how they are designed. Armed with this knowledge of ourselves and others, we can all guide anyone!
- We know how to help them through challenges, how they make decisions, and how to best support them. We know how we are different and how we can use our own strengths.
- Mostly, we just have to waste less time figuring out the whole thing of - wait, should I be listening to this person? We would know that if they're designed completely differently from us, it's wonderful to listen to their experience...we just won't expect ourselves to recreate it!

purpose =
~~destination~~
a feeling

- There's a lot of stuff out there about "finding your purpose" and it rings a little hollow to me.
- For me, my lived experience has been that purpose for me is more of a feeling than a destination.
 - We don't find it by muscling or overthinking or analyzing.
 - We find it by observing where our body wants to move (i.e. where our energy wants to go) from moment to moment.
- We are not «conditioned» to do pointless random things or be lazy.
 - When given the space and time (and it doesn't have to be tons of space, it can even be just an hour!) it naturally gravitates towards the things that energize it.
 - It's just that so many of us have never experienced this (or it's been a long time since we experienced it) that we're used to what we do when we're burnt out, tired, or recovering from draining ourselves.
- Our purpose unfolds step by step. Eventually we may have a name for it, but that's not necessary!

Social Awareness in the Old Paradigm:

I want a better world for people who aren't like me because I am a good and caring person; I do my best to empathize.

Social Awareness in the New Paradigm:

I don't have to understand someone else's reality to know that I have a part to play in everyone's liberation.

We can't pretend to ever understand the totality of someone else's reality but that's ok because what I have to do is listen, support, and remove the barriers I have inside of me that stop me from listening and supporting through concrete action.

Concious Listening and Communication

“There is no need to justify what we are. There is no need to work hard to become what we are not. We just need to return to our integrity, to the way we were before we learned to speak. Perfect.

- DON MIGUEL RUIZ

@puregenerators

Self-worth in the Old Paradigm:

I was born a sinner; I'm indebted to the world and I must prove myself.

Self-worth in the New Paradigm:

I was born whole; the contributions I make to the world are an expression of that wholeness.

- In the Old Paradigm, we felt we needed to sacrifice ourselves to serve in an authentic way, melting into a collective and erasing our sense of self.
- In the New Paradigm, we know that we can contribute and support the world from a place of wholeness while recognizing our uniqueness and value.

**If you love to
do it, the world
needs it.**

- Something that we've all internalized from the current sytem is a hierarchy that places value on our gifts and activities.
- Certain skills are worth more, certain bodies are worth more, certain minds are worth more. This, too, is a construct.
- Our worth, no matter what, is inherent. Yes, in order to be be paid for something we have to provide value. But what we've decided is valuable is a construct that is rapidly breaking down.

In the New Paradigm

- We know what is valuable by how it feels inside.
- If we love to do it, there is a place for it in the world.
- We came programmed with a desire to do the things that are needed in the world.

Figuring out what that place is...that's the puzzle.

But it's a delicious one, and it's worth undertaking! There is so much more room out there than we realize.

Self in the Old Paradigm:

- *I'm all alone in my struggles OR*
- *We are all one...believing in separation is "Ego"*

Self in the New Paradigm:

I am a juicy, individualized aspect of consciousness and I celebrate your differences and mine! I recognize that, in my sovereignty, I am deeply connected to all.

- In the old paradigm, we waffled between feeling that we were either completely alone or a disembodied One.
- As we move into the New Paradigm, we are beginning to understand how we are deeply connected through our sovereignty - no hierarchies or losing ourselves in others.

**“Encourage individuals
to be different,
not best.”**

What is 100% the next step in the evolution of humanity?

**“To be nobody-but-yourself —
in a world which is doing its
best, night and day, to make
you everybody else — means
to fight the hardest battle
which any human being can
fight.”**

- e.e. cummings

You are perfect just as you are.

You are perfect with your imperfections.

**“No one is you,
and that is your
power.”**

- Dave Grohl

“Maybe the journey isn’t so much about becoming anything. Maybe it’s about un-becoming everything that isn’t really you, so you can be who you were meant to be in the first place.”

- Paul Coelho

**I love humanity, but
I veer from my path
for NOBODY.**

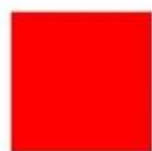
-Elizabeth Gilbert

- Know thy self?
- Experiment with yourself?
- What is a human being?

I deserve to feel
fulfilled by my work.



- I'm not here to be anyone else's slave, live under anyone else's limitations, or be treated as anything less than a complex, deeply-feeling, worthy, valid, and valuable human.
- Our time on Earth is precious - do we want to spend 8+ hours per day not feeling seen or appreciated?
- As soon as we admit what we need, we begin to see what is possible and how to get there.
- It is likely a winding path, but if you are open, curious, and believe that you are worth it, you'll get there.



It is safe to rest. My value is
not based on my productivity.

**“And instead of accepting
all of the homogenized
world that you live in...
one by one you can
change the way the world
works.”**

- Looking back we can see how we've been seeded with different tasks and energies over time, and the different realities we've been able to create.
- How do we initiate and carry through the shift?
 - right now is all about self empowerment, self knowledge, and loving our uniqueness, as opposed to believing that we were born "sinners" and need an outside force to save us.
 - To be successful in this age of human development, we know that by loving and knowing ourselves, the world that we build will be more open, inclusive, and prosperous for everyone.

See and love our unique qualities and give us permission to be ourselves.

Are you a soul/person who deeply believes in building a (better) world through self love and self knowledge?

**I AM
ENOUGH.**

- Why it is so hard to follow our inner guidance in the world?
 - Don't we don't trust that we are enough?
 - When will we be enough?
 - What needs to happen so that we can say that we are enough?
- The world right now wants us to think that the energy we have, and where we naturally know we should put it, isn't enough.
- I am here to tell you - it is!
 - ALWAYS ENOUGH.
- It doesn't matter if you completed a huge project, cooked a meal, took a walk, laid on the couch, or just napped. Whatever you are guided to do...it's always enough.



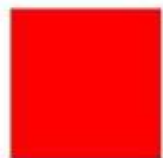
When you're doing the work that is
correct for you -

which is the secret to your life

- everything is transformed
in your life.

- Are you working out of fear, expectation, limits, boundaries, and habit?
- Are you honoring yourself in what you do?
- Are you supporting, embracing, and enriching your and everyone's existence?

The more we know ourselves and follow what energizes us, the better the world will be for everyone. This is so much larger than us.



I am on this Earth to explore
my talents and interests.

There is no one else like me
and it is safe to be myself.

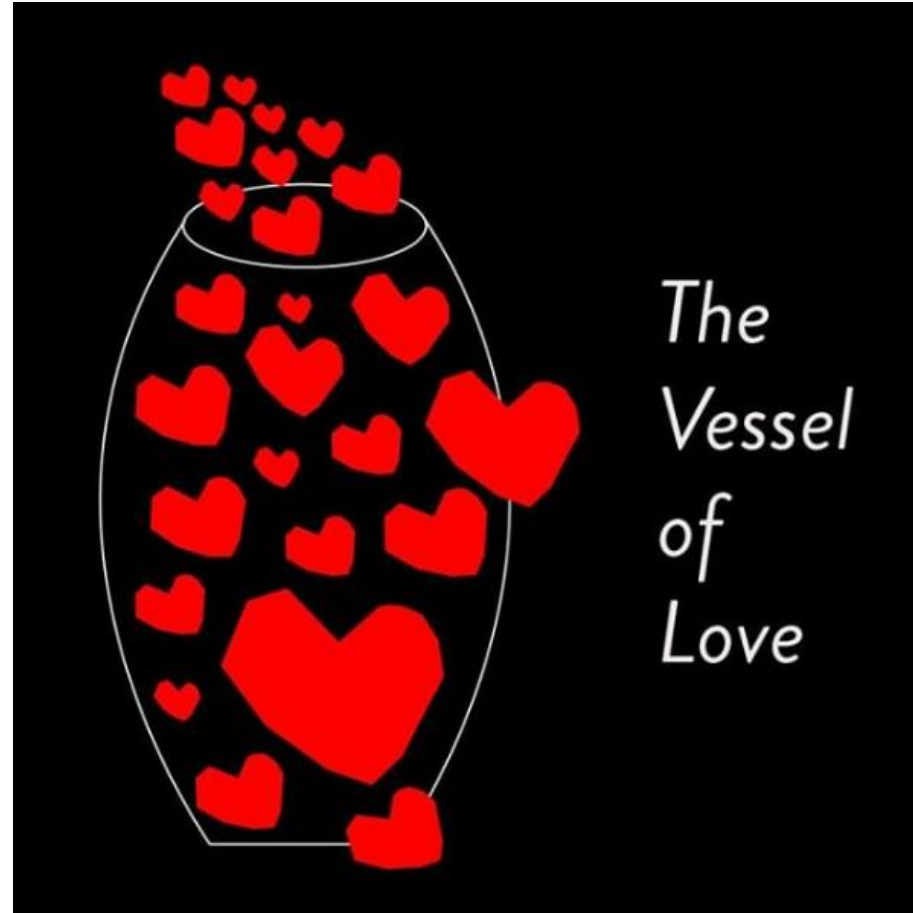
- It can take so much deconditioning just to feel that it is safe to be yourself.
- You can make money as yourself.
- You can find love as yourself.
- You can have friends being yourself.
- Each person who heals enough to step into this not only shifts us all a little bit forward, but creates the space for others to do so as well.

Personal Development in the Old Paradigm:

Teaching people how to achieve x,y,z based on a proven formula.

Personal Development in the New Paradigm:

By teaching people how they uniquely operate, the manifestation of their desires emerges naturally.



In discovering myself, life took me on an unexpected journey into the nature of love...

Through the process of discovering myself, I felt and investigated the deepest roots of loss, pain (I was shown the depth of possible pain was synonymous with the depths of love), self-love, acceptance of what is, love of the universe, love of the human experience, love of everyone around me, love of everything around me, love as a force (like gravity).

I began to understand that while the loving parts of myself required sensitivity and vulnerability, and also loving my parts that were not so loveable.

Where I had previously viewed love as a feeling between two people, I now had a much more expansive experience of what it meant to truly love. To love was to live in love, which I came to view as complete awareness and acceptance of the present. I opened my heart to love and allowed it to be my guide.

Ever since, this relationship with love has been an important part of my life and my path. I know that it's very important for me to hold that energy - life flows better when I do.

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