

KOLEHIYO NG LUNGSOD NG DASMARIÑAS

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Entrepreneurship as a Habit

- A habit is an unconscious behavior done often and regularly.
- Good habits can be acquired using “habit loop”.
- Habit loop – is a process wherein the brain makes decision where to store or repeat such behavior.
 - Rewarded behavior is most likely repeated.



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Entrepreneurship as a Habit

- Three (3) habits that required most to be nurtured and be practiced for entrepreneurial mindset.

1. **Self-Leadership Habit**
2. **Creativity Habit**
3. **Improvisation Habit**



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Entrepreneurship as a Habit

1. Self-Leadership Habit

- **SELF-LEADERSHIP** is the practice of purposely influencing and controlling ones' behavior, actions, thinking and feeling.
 - *Bryant and Kazan, Self Leadership*
- It is related to optimism, happiness, consciousness and emotional intelligence.



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Entrepreneurship as a Habit

1. Self-Leadership Habit

- It needs the implementation of 3 important strategies:

1. Behavior-focused

- This strategy concerns enhancing self-awareness to manage behaviors especiall when dealing with essential but not-so-good tasks.
- To accomplish this strategy, these are the ways
 1. Self-observation -
 2. Self-goal setting
 3. Self-reward
 4. Self-punishment
 5. Self-curing



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Entrepreneurship as a Habit

1. Self-Leadership Habit

- It needs the implementation of 3 important strategies:

2. Natural reward

- About making every tasks enjoyable by emphasizing the positive aspects of each task and its importance.



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Entrepreneurship as a Habit

1. Self-Leadership Habit

- It needs the implementation of 3 important strategies:

3. Constructive-thought

- This is creating positive and productive means of thinking that are advantageous to the performance of entrepreneurs.



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Entrepreneurship as a Habit

2. Creativity Habit

- **CREATIVITY** is the **capacity of turning fresh ideas, insights, inventions, products or art objects** that are considered **to be unique, useful and of value to others into reality.**
- **Ability to observe the world in different and novel ways, to discover unseen patterns, to make associations between apparently unconnected phenomena, and to produce solutions.**



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Entrepreneurship as a Habit

2. Creativity Habit

- Creative people are open to experiments and do not fear to commit mistakes.
- Entrepreneurs are creative people because they are constantly in practice creativeness.
- In the entrepreneurial process creative thinking is the essential “skill” for the formation of fresh ideas.
- Creativity is the **ability of imagination**.
- Imagination makes nobody to reach unexplored areas.
- In business, creativity is known as **“thinking out the box”**



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Entrepreneurship as a Habit

2. Creativity Habit

- Good example: Story of The Aristocrat, started in 1930
- the famous restaurant for its world-renowned Chicken BBQ & Java rice combination
- Asiang Reyes started as a mobile canteen in Luneta, serving sandwiches filled with adobo and other Filipino viands.
- She created her own version of merienda for park-goers.
- The canteen prospered, and decided to turn it into a full-time restaurant.



Entrepreneurship as a Habit

2. Creativity Habit

- Certain **problems** in the practice of creativity
 1. Fear
 2. No craving for disorder
 3. Fondness for judging over making ideas
 4. Distaste for nurturing ideas
 5. Perceived shortage of challenge
 6. Failure to differentiate reality from fantasy



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Entrepreneurship as a Habit

3. Improvisation Habit

- **IMPROVISATION** – the unstructured way of creating something in the absence of planning
- The rational ability to promptly sense, and change direction quickly
- Entrepreneurs though start with good ideas often times possess limited resources, unpredicted market situations or conflicts inside the company that hinder them to realize their initial plans
- Therefore, quickly entrepreneurs must adjust to any situation they are in to realize these plans.
- Improvisation helps entrepreneurs outperform their competitors who not possess this habit.



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Entrepreneurship as a Habit

3. Improvisation Habit

- Self-doubt is the common barrier to improvisation.
- Fear is part of self-doubt which comes from being unprepared.
- Example: **Mang Inasal** founded by **Edgar Sia**

DID YOU
KNOW?

The founder of
the famous
fastfood chain
Mang Inasal,
Edgar "Injap"
J. Sia II
from Iloilo



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Entrepreneurship as a Habit

3. Improvisation Habit

- **Mang Inasal founded by Edgar Sia**

- A dropped out from Iloilo City pursue his own laundry and photo-developing business at the age of 19.
- In 2023, age 26, decided to open the barbeque fast food restaurant Mang Inasal, an Ilonggo version of Mr. Barbeque”.
- First branch was built at a mall parking lot due to limited resources.
- 2010, Tony Caktiong, owner of Jollibee acquired 70% of Mang Inasal for 3 billion and 2016, Jollibee acquired the 30% for 2 billion
- At 42, he’s considered the country’s youngest billionaire, because of his other investments
- CEO of Injap Investments, Inc, owner of People’sHotel, a 5-storey businessman’s hotel in Iloilo City, acquired Deco’s La Paz Batchoy in 2007



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Entrepreneurship as a Habit

- Before any action is mindset.
- **Self-Leadership, Creativity and Improvisation** are habits essential towards entrepreneurial actions.
- The best idea would be useless unless not leading to actions.
- **Self-efficacy** play a significant role in the development of the intentions and of the entrepreneurial actions.
- **Entrepreneurial self-efficacy** – is the belief that entrepreneurs has the capability to start new business.
- It is also a sign of business intention in moving towards an action, leading to realizable opportunities.



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