



# Developing and enhancing the Entrepreneurship Attitude

By Savina Moniaci

# The Entrepreneur

“If you want to launch a successful start-up, the only way is to offer to the customers a **value proposition immensely better than what they currently have**”

Jeff Bezos, founder of Amazon.com



## Issue



# Are Entrepreneurs born or made?



## Educational access to Entrepreneurship

## Who the Entrepreneur is

Where others see a problem, a social entrepreneur sees a chance



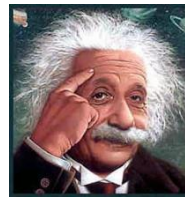
**Innovate!!!**

# What an entrepreneur does

1. He perceives an issue



2. He conceives an Idea Innovative answer



3. He verifies the opportunities



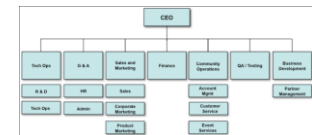
6. He creates an organizational routine



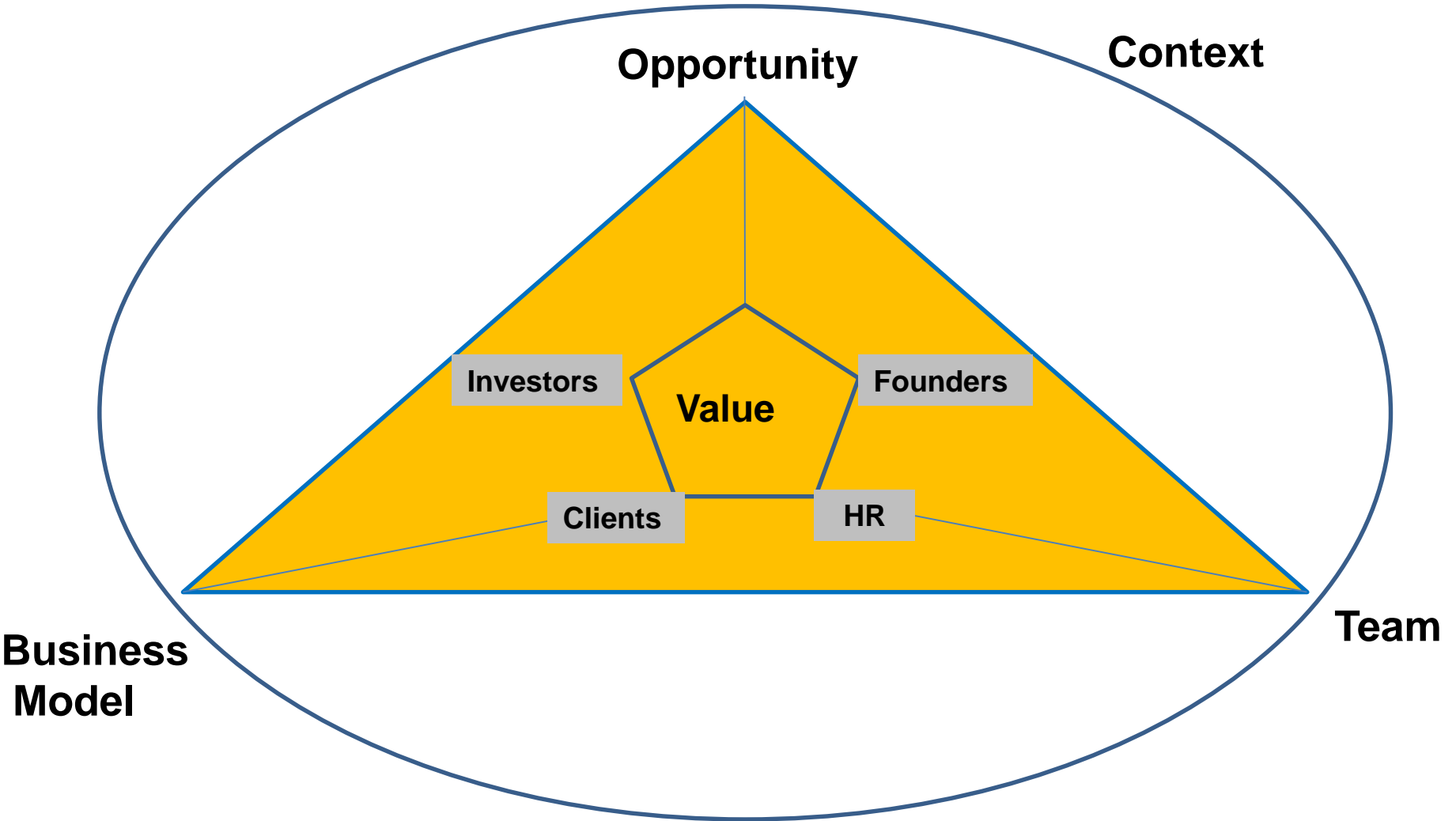
5. He finds the funds



4. He lays the business pattern out

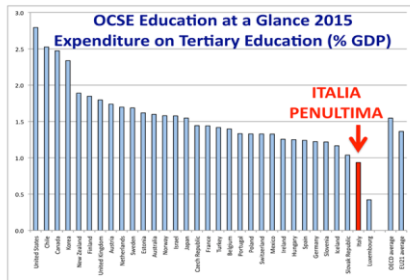


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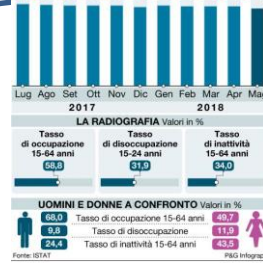


# Scenario

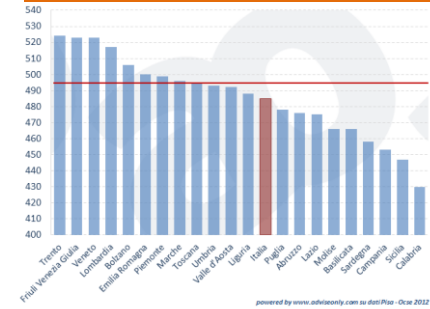
## Learning



## Employment



## Pisa Ocse Results



## Tech Explosion



## Hyperconnectivity



## Population Ageing



## Mass Migrations



## Geopolitics Revolution



# Growth Sectors

## Tech



## Energy



## Health & Wellness



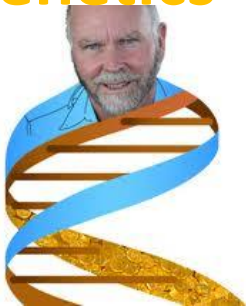
## Shopping online



## Info



## Genetics



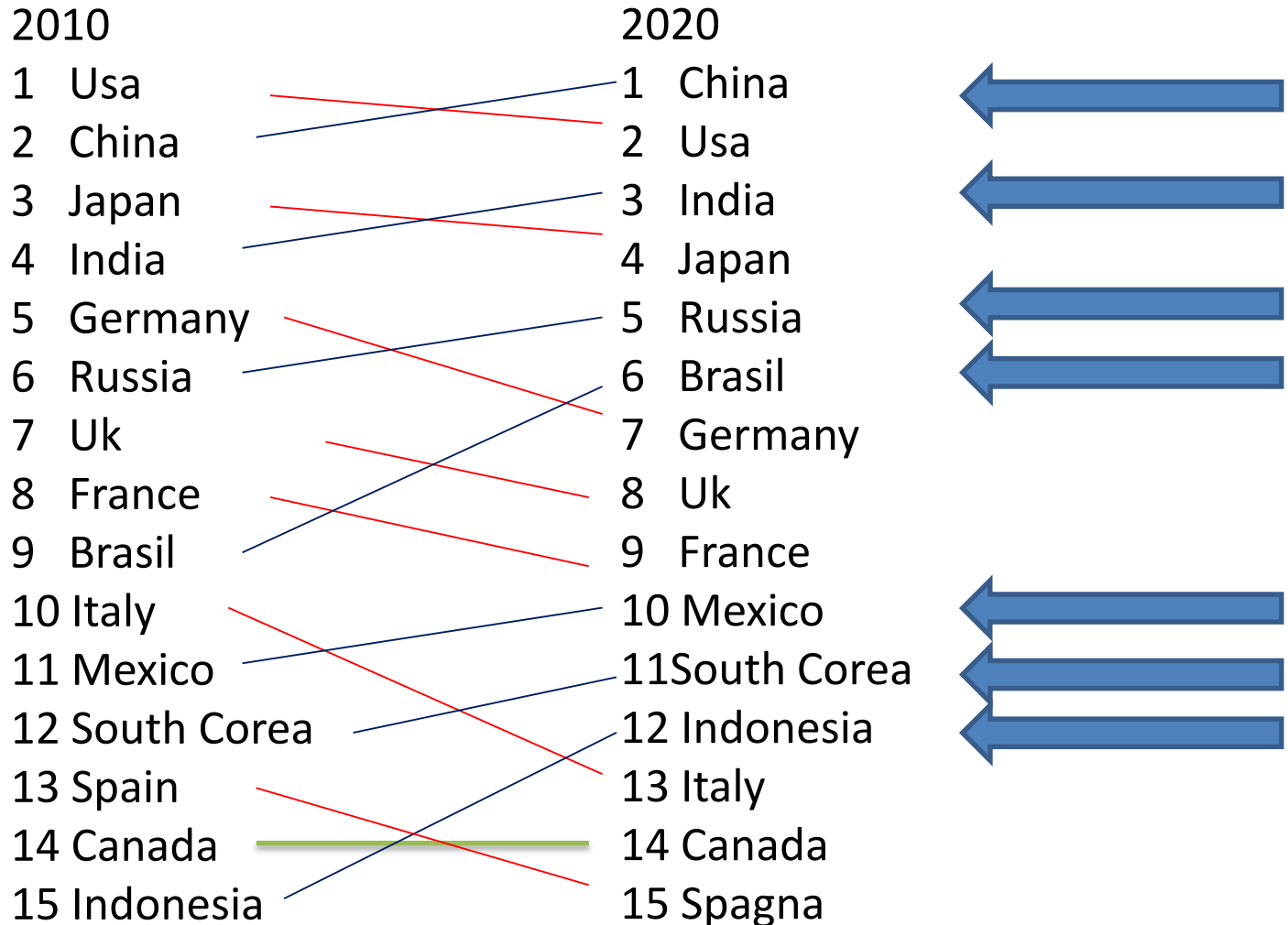
## Care





# Developing countries

## Geopolitics- countries' GDP



# Context

Internal Adaption Strategies

Macro-economic setting

Field of appliance

Asset

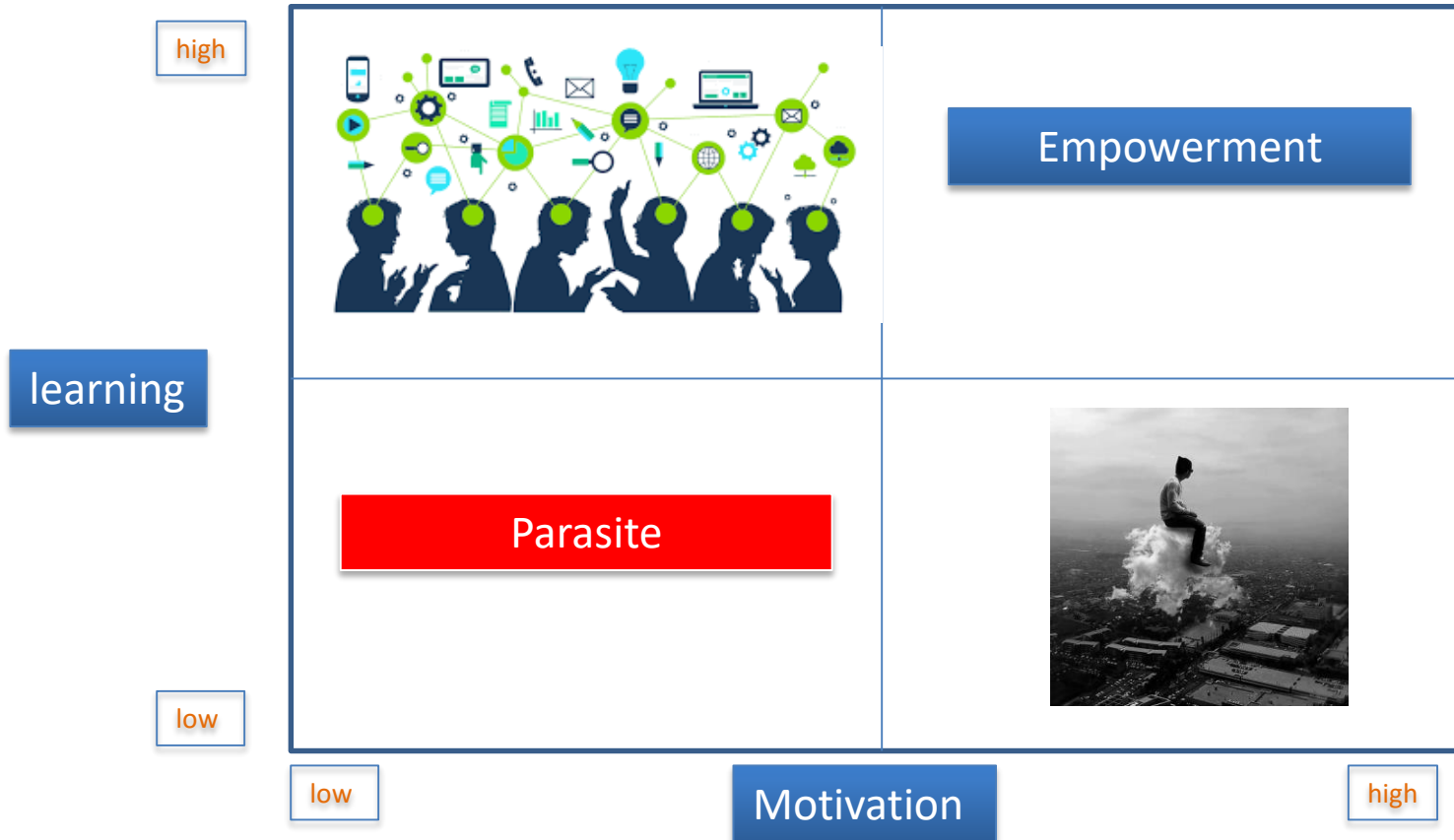
Sistema regolatorio

Technology

Competitive Arena



# Recognizing a talented entrepreneur



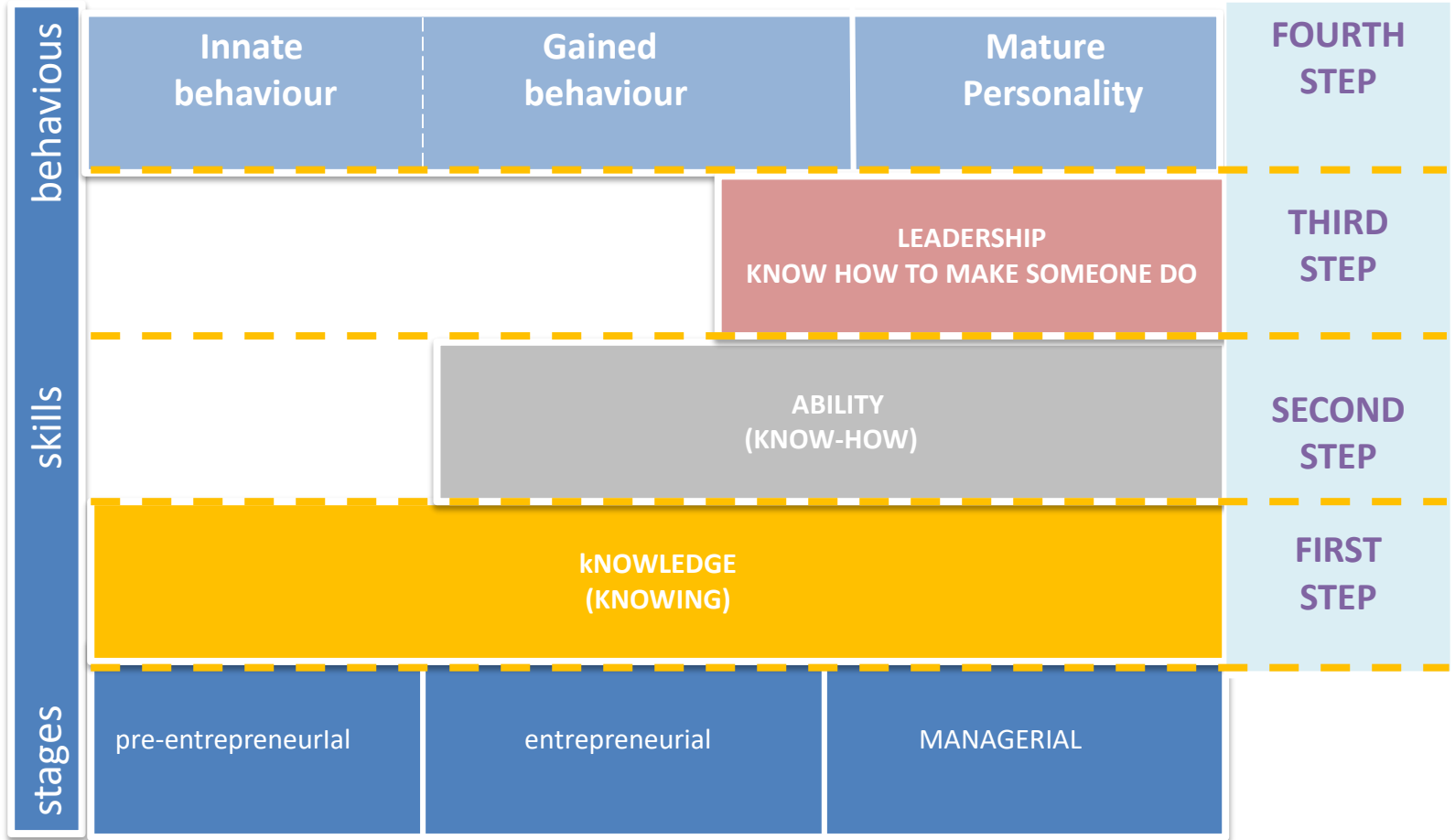
# Honing a talented entrepreneur

## The 7 Habits of Highly Effective People (S. Covey)

- Be proactive
- Begin with the end in mind
- Put first things first
- Think win win
- Seek first to understand, then to be understood
- Synergize
- Sharpen the saw



# The Entrepreneur's Educational Path



# ■ The skills to be developed



<b>Group working</b>		<b>to cooperate</b>
<b>Communicating</b>		<b>to listen and to persuade</b>
<b>Motivating</b>		<b>to self motivate and to enthuse</b>
<b>Exercising Power</b>		<b>to be resolute</b>
<b>Deciding</b>		<b>to opt for new approaches in real time</b>
<b>Negotiating</b>		<b>to reach balance</b>
<b>Managing time</b>		<b>to plan events and others' time</b>
<b>Analyzing</b>		<b>to face uneven events and likely options methodically and quickly</b>
<b>Stress Relieving</b>		<b>to limit critical situations</b>
<b>Change Handling</b>		<b>to foresee and rate factors systematically</b>

# The attitudes to foster

**Honesty**

**Belief**

**Negotiation**

**Resilience**

**Curiosity**

**Caution**

**Generosity**

**Perfectionism**

**Enthusiasm**

**Patience**

**Confidence**



**Common Sense**

**Courtesy**

**Trust**

**Optimism**

**Culture**

**Responsibility**

**Humility**

**Tenacity**

**Good taste**

**Confidentiality**

**Authoritativeness**

# A proper leader's mindset is characterized by:



- Energy → adopting a responsible attitude and having charismas at the same time
- Pursuing objectives → producing outcomes coherent with own's aims
- Respect → protecting one's own and others' dignity
- Consent → consulting employees
- Influence → arousing Authoritativeness
- Acknowledgment → sharing results with own's team
- Leadership → respecting team's requirements
- Continuous Learning → expansion of skills and skill-sets



## ■ The common features of an entrepreneur

He needs to face new challenges

He is independent

He is responsible of his outcomes

He is keen of taking risks

He is self-confident

## .... The Successful Entrepreneur...

He is technically expert

He has a full knowledge of the industry

He is deeply involved into his project

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## The Red Queen Effect

"A slow sort of country!" said the Queen. "Now, here, you see, it takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast as that!"



# Thanks for your attention

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Co-funded by the  
Erasmus+ Programme  
of the European Union



"This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein."