

MODULE

1

sample



ASSESSMENT OF GOALS

Why do you want to be an entrepreneur?

If you are here, you want to be an entrepreneur! To begin your successful journey, it is important to understand what your motivation is. The road to entrepreneurship is not an easy one, so motivation and passion will play a key role in your path as you move forward!



So... why are you here?
Why do you want to
be an entrepreneur?

Why do you want to be an entrepreneur?

Here are some possible answers to that question.

- ☼ Someone you know (such as a friend, family member, role model, or celebrity you admire) is a successful entrepreneur, and you want to be just like him/her/them.
- ☼ You have a passion for something (including, but not limited to fashion, music, food, or books), and you'd like to elevate your passion by turning it into a business.
- ☼ You want to be your own boss.
- ☼ You want to make money.
- ☼ You want to set your own schedule.
- ☼ You want to create your own legacy and make a name for yourself.

Which one(s) resemble your answer? Keep in mind, there could be more than one answer... and there are no wrong answers!

MODULE 1 LESSON 1

ENTREPRENEURSHIP

Now that you know *why*, let's find out what.

Having your own business is a lot of work. You will encounter many obstacles along your entrepreneurship journey, so it's important to have the proper motivation to turn your dream into a reality.

If you merge your business with something you are passionate about, you will be motivated to keep moving forward.

What do you want your business to be?



MODULE 1
LESSON 1

ENTREPRENEURSHIP

What is your passion?

Maybe you love baking and want to start your own bakery. Maybe you are passionate about fashion and want to start a t-shirt company. Maybe you like comics and want to own a specialized bookstore. Think about something you love and let it inform your starting point.

Remember: when you enjoy what you do, the work is always lighter!

MODULE 1 LESSON 1

ENTREPRENEURSHIP

Are you struggling to identify what your passion is? Or perhaps you have more than one... No problem! You can discover what drives you and start thinking about how it could be transformed into a business.

These tasks will help you zero in on something that you love and that could be worth exploring as a business:

- Explore a variety of activities related to your interests.
- Engage in activities that excite you, ignite your curiosity, or inspire you.
- Attend conferences, workshops, and networking events to gain exposure to different industries.
- Connect with like-minded people and learn from their experience/knowledge.
- Be open-minded and allow yourself the freedom to explore things that may at first seem out of your comfort zone.
- Do your research —find out more about industries that interest you, as well as competition and business viability within your community.
- Ask for feedback! Find a mentor who can guide you. You can begin by talking about your business with friends and family, or potential customers, who can give you a fresh perspective about your product or service.

Passion will be the driving force behind your entrepreneurial endeavors, providing you with the motivation and determination you'll need to overcome obstacles and make a positive impact on the world.

Your goals

Your goals are the roadmap to the success of your business. Write down the goals that you have for your business. What are they?

Let's analyze them! Are they SMART goals?

SMART is an acronym that stands for:

- S**pecific
- M**easurable
- A**chievable
- R**elevant
- T**ime-based

Let's explore what SMART means, letter by letter.



SMART

Specific

Creating a specific goal requires defining the goal with precise and detailed language. What will be accomplished? What actions will you take? Rather than setting a vague objective, a specific goal should be precise. By being specific, you can better focus your efforts and resources towards a particular target.

Weak Goal

I'm good at baking and want to have my own bakery one day.



Specific Goal

I want to set up a bakery food truck by the end of the year that specializes in selling cupcakes and cookies.



Measurable

SMART

Creating a measurable goal requires defining clear metrics or indicators to track your progress. What data will measure the success of your goal?

Being able to quantify your criteria allows you to assess your performance and make adjustments, if necessary.

Vague Goal

I will sell many bake goods.



Measurable Goal

I will aim to sell 100 cookies and 50 cupcakes a week.



SMART

Achievable

Creating an achievable goal requires setting objectives that are realistic and attainable. Is the goal doable? Do you have the necessary skills and resources?

While it's essential to aim high, setting unrealistic goals can lead to frustration and demotivation. Consider your available resources, skills, and time when determining if a goal is achievable.

Unrealistic Goal

I will start selling baked good to the whole country and then set up a bake shop in every country in the world.



Achievable Goal

I will start selling cookies and cupcakes from home and, when I raise enough money, I will buy a food truck.





SMART

Creating a relevant goal requires you to relate your goal to your values, your dreams, and your ambitions. How does the goal align with broader goals and mission? Why is the result important?

A goal should be meaningful and contribute to your personal growth or the success of your business. Setting relevant goals ensures that your efforts are focused on tasks that genuinely matter to you in the grand scheme of things.

Unrelated Goal

I will research how to build a truck engine from scratch.



Relevant Goal

Because I want to have a baking shop one day, I want to start selling cookies and cupcakes from home to get the experience that I need.



SMART

Time-Based

Creating a time-based goal requires setting a specific deadline for achieving the goal. What is the time frame for accomplishing the goal?

A time constraint creates a sense of urgency and encourages you to stay on track. It also helps you prioritize your tasks and prevents procrastination.

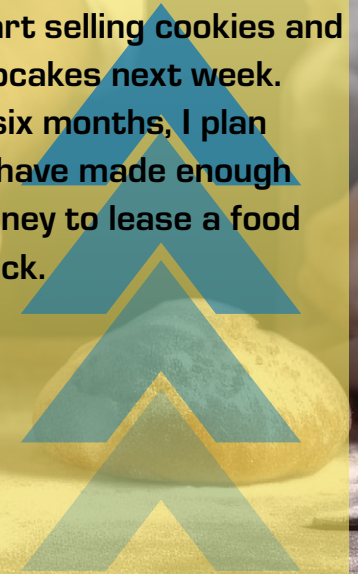
Intemporal Goal

I want to open my own bake shop one day.
And, at some point, I want to have a whole chain of bake shops!



Time-Based Goal

I will get the ingredients and the utensils that I need to bake from home by the end of the week so that I can start selling cookies and cupcakes next week.
In six months, I plan to have made enough money to lease a food truck.



MODULE 1 LESSON 1

ENTREPRENEURSHIP

- S**pecific
- M**easurable
- A**chievable
- R**elevant
- T**ime-based

Creating SMART goals will help you focus on starting your business with steps that you can take to get started immediately. Once you've achieved these initial goals, you can set new ones and keep growing!

SMART



OVERCOMING LIMITING BELIEFS

What are limiting beliefs?

Limiting beliefs are constraining, or restricting, thoughts a person has about themselves, others, or the world around them. These thoughts are often barriers that hold you back from reaching your full potential.

Limiting beliefs are not objective, and often aren't entirely true or based in reality. These thoughts are unhelpful because they can diminish one's capacity to achieve their goals and live their day-to-day life freely.



MODULE 1 LESSON 2

ENTREPRENEURSHIP

You may not know it, but you have probably been the victim of limiting beliefs at some point in your life! Some examples of limiting beliefs that you may have experienced include:

☀️ ***“I am not a good learner.”***

While a little bit of self-doubt or worry is normal, believing that you are not capable of ever learning a new skill or doing something well could be a limiting belief that can become an obstacle in your life.

☀️ ***“Failing is bad.”***

Believing that failure is negative and unacceptable is a limiting belief that can keep you from ever trying new things.



MODULE 1 LESSON 2

ENTREPRENEURSHIP

❁ ***“Everything needs to be perfect.”***

Always striving for perfection can be very limiting. It can lead to procrastination (putting off things that you must, or may even want, to do) and avoiding challenges.

❁ ***“No one will like me if I undertake something different.”***

Assuming others will not like you, due to fear of rejection, is limiting; it can lead to avoidance of social situations.

Everything needs to be perfect.

No one will like me if I undertake something different.

Sample

MODULE 1 LESSON 2

ENTREPRENEURSHIP

❁ ***“Someone else’s success means I cannot succeed.”***

Having a scarcity mindset and believing that another’s success means there are not enough resources available for others (e.g. money, success, etc.) can be very limiting; it can make you feel like you’re constantly in competition with others.

❁ ***“I don’t deserve what I have (or what I have accomplished).”***

Having “impostor syndrome”, or believing that your success or achievements are due to luck, can be limiting to your confidence and self-esteem.



MODULE 1 LESSON 2

ENTREPRENEURSHIP

These limiting beliefs we have described are just a few general examples. Most people's limiting beliefs are specific to their goals and experiences. Limiting beliefs are very personal and will be different for each individual.



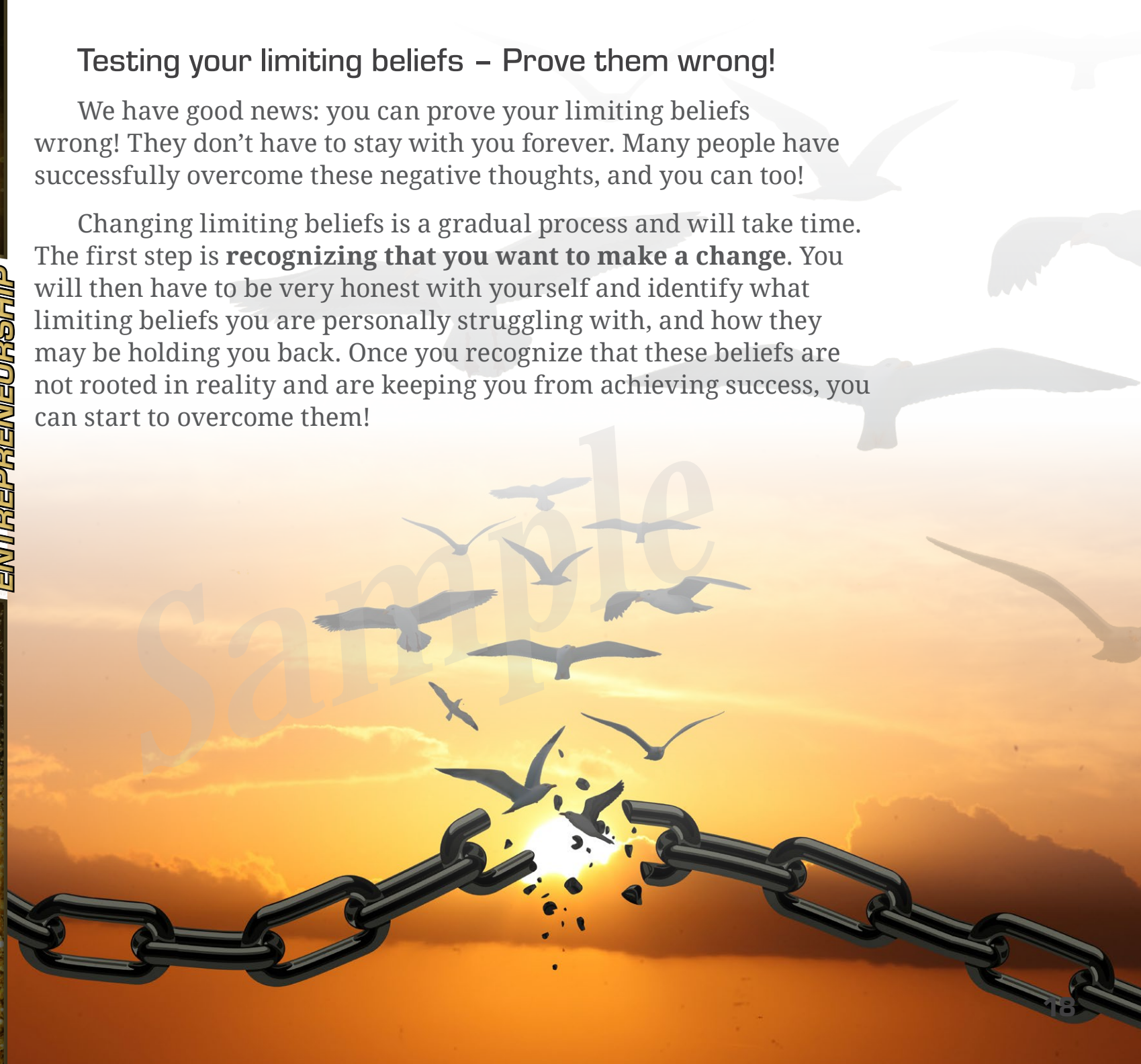
MODULE 1 LESSON 2

ENTREPRENEURSHIP

Testing your limiting beliefs – Prove them wrong!

We have good news: you can prove your limiting beliefs wrong! They don't have to stay with you forever. Many people have successfully overcome these negative thoughts, and you can too!

Changing limiting beliefs is a gradual process and will take time. The first step is **recognizing that you want to make a change**. You will then have to be very honest with yourself and identify what limiting beliefs you are personally struggling with, and how they may be holding you back. Once you recognize that these beliefs are not rooted in reality and are keeping you from achieving success, you can start to overcome them!



Getting out of your comfort zone – step by step

Being able to overcome your limiting beliefs won't happen overnight and will require stepping out of your comfort zone.

Here's a step-by-step guide that you can use to begin your journey of overcoming your limiting beliefs:

STEP 1 Identify your limiting beliefs

- Find a moment when you can be alone and reflect on your thoughts and beliefs about yourself.
- Identify specific thoughts and beliefs that might be holding you back from trying new things or living your happiest life.
- This might be difficult, as people tend to internalize limiting beliefs, making them difficult to diagnose. Nevertheless, take your time and don't try to rush it.



STEP 2 Explore your limiting beliefs

- Think about the thoughts you have that can be holding you down. It can be helpful to have a journal and write things down. You can write:
 - what your limiting beliefs are.
 - the specific ways each belief may be limiting your life and holding you back.
 - what triggers this limiting belief most in your daily life.



STEP 3 Question your belief

- Ask yourself what evidence you have to support this specific belief.
- Explore whether this belief is based on facts or on assumptions and fear.

STEP 4 Gather evidence

- Gather evidence of moments in your life when this belief was proven wrong. Consider past achievements or feedback from others.
 - Write down these concrete examples in your journal. You can look back at these examples when you are doubting yourself.



STEP 5 Challenge the negative self-talk

- ☀️ Explore how you talk to yourself. The things we say to ourselves can have a big impact on how we feel.
- ☀️ For every limiting belief, write down empowering things you can say to yourself in moments when you need to challenge your negative thoughts.
- ☀️ When you catch yourself engaging in negative self-talk, replace those thoughts with the positive ones you wrote down in your journal. Remind yourself that your limiting belief is not the truth.



STEP 6 Take action

Once you feel confident that you have identified the limiting beliefs that are at play in your day-to-day life, and began to challenge them with more empowering thoughts, it's time to take action!

- Try to step out of your comfort zone and do the things you want to do but haven't due to your limiting beliefs.
- There is no need to start big. Try starting with little, manageable steps to build your confidence.



STEP 7 Visualize achievement

- Imagine yourself achieving the things you want to do. Visualization can be very powerful!

STEP 8 Get support from others

- If you have a good support system, ask for help!
- Let people that you trust know about your journey with limiting beliefs.
- Consider asking a family member or friend to tell you what they think about your capabilities. Sometimes, it is easier for others to see our strengths than it is for us to do so.
- Get comfortable accepting positive feedback from others.



STEP 9 Track your progress

- Track your progress in your journal.
- Celebrate your successes, no matter how small! This will help with motivation.



Remember that changing limiting beliefs takes time and requires commitment and perseverance. Be patient and have compassion for yourself along the way.

If you find that you have followed these steps but are struggling a lot to confront and overcome your limiting beliefs, it may be helpful to solicit the help of a professional.

Celebrate even the smallest amount of progress and keep going!

MINDSET

What is mindset?

Being an entrepreneur is not only about making good choices or being lucky. **Mindset** is an important part of it, as well. Mindset is the way we choose to look at the world and the way we respond to the things that happen to us.

If you have a more positive mindset, you are more likely to approach challenges with greater energy and motivation, as well as deal with setbacks with more resilience and perseverance. Think of mindset as glasses you see the world through.



**MODULE 1
LESSON 3**

ENTREPRENEURSHIP

Analyzing your personality (strengths and areas for improvement)

As an entrepreneur, it's important to know yourself well. Knowing yourself well includes exploring both your strengths and the areas within your entrepreneurial toolbox that need improvement. Everyone has things that they are naturally better at, and things that they struggle with a little bit more.

STRENGTH WEAKNESS



MODULE 1 LESSON 3

ENTREPRENEURSHIP

There are many reasons why it is important to know your strengths and areas for improvement. Here are some of them!

- **Using your strengths to your advantage:** If you know what you are good at, you can focus on maximizing that strength and using it to its fullest potential. For example, if you have great social skills, you might want to focus on networking and creating big events to introduce your entrepreneurial idea to others. On the other hand, if your social skills need improvement, you might want to focus on sharing your entrepreneurial idea and connecting with others through social media instead.



MODULE 1 LESSON 3

ENTREPRENEURSHIP

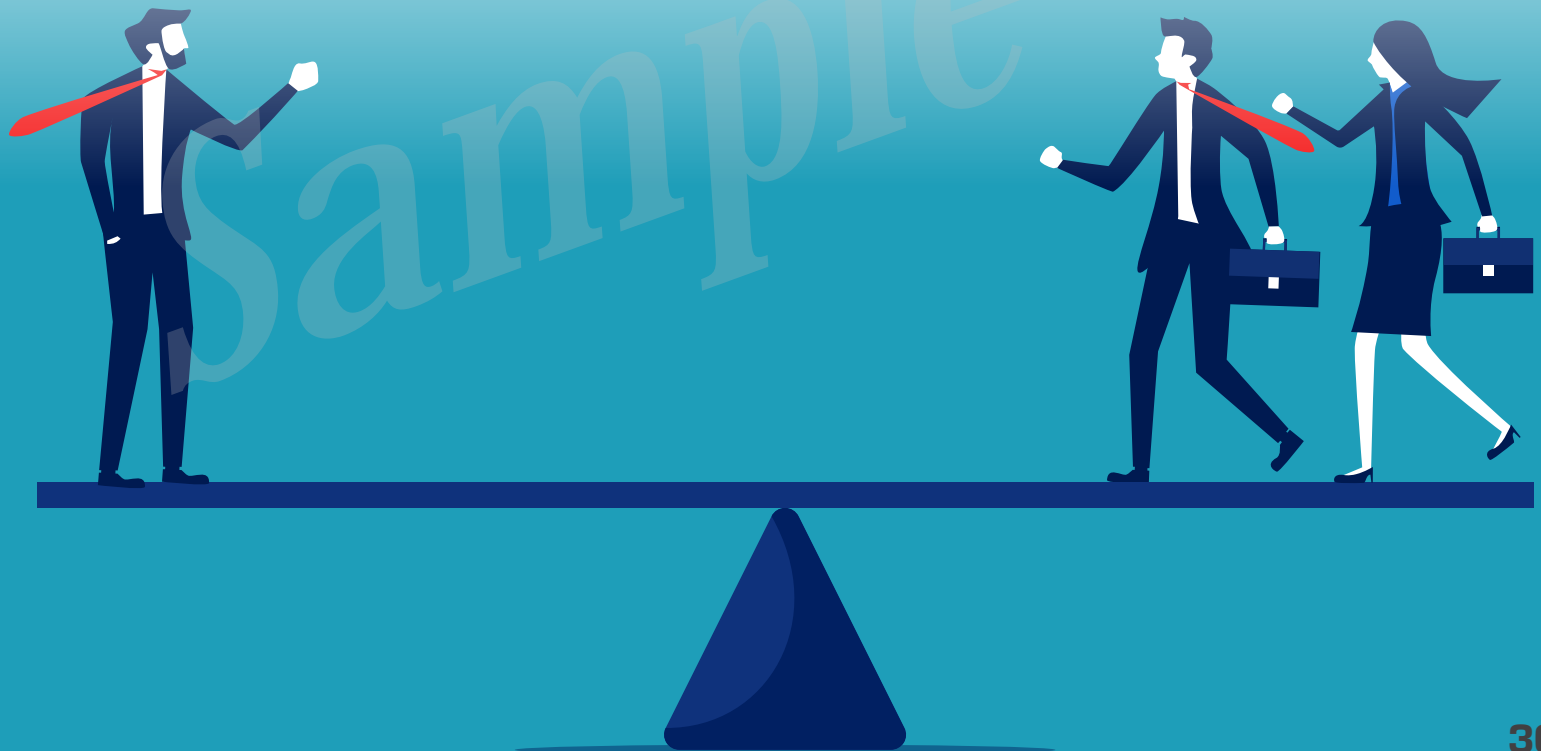
- 🔗 **Improving:** If you know which skill you struggle with the most or find the most challenging, you can focus on practicing and improving it. Remember, nobody's perfect; what's important is to do a little better than you did yesterday.



MODULE 1 LESSON 3

ENTREPRENEURSHIP

- ❁ **Creating teams by strengths:** If you know your strengths and what skills need improvement, you can find colleagues and team members who complement you. This strategy can guide you in creating a balanced team where each area of work is assigned to a person who excels at it, and where team members can learn from one another.



MODULE 1 LESSON 3

ENTREPRENEURSHIP

- **Goal setting:** When you know your strengths and areas for improvement, you can set more realistic goals. You can align goals to your strengths to make them more achievable. This can also help raise awareness of goals that don't fall within your set of strengths; you can set aside more time to complete those deadlines.

MODULE 1 LESSON 3

ENTREPRENEURSHIP

Now that you know why it is important to understand your personality, you can explore your strengths and areas for improvement in several ways:

- **Journaling:** Start a journal and write down your experiences, challenges, setbacks, and achievements. Once you've had your journal for a while, you might start to see patterns that provide insight into what your strengths and areas for improvement are.
- **Self-reflecting:** Take some time out of your week to sit with your thoughts. You can think about your hobbies, what things you enjoy doing, and what things you avoid doing. Be honest with yourself!

Sample



MODULE 1 LESSON 3

ENTREPRENEURSHIP

- ☀️ **Feedback from others:** You can ask people in your life that you trust to give you feedback on what they think your strengths and areas for improvement might be. You can ask a parent, sibling, friend, teacher, etc.
- ☀️ **Trying new things:** There is no better way to explore your strengths and areas for improvement than trying new things and getting out of your comfort zone. As you try something new, take note of what skills were easier for you to learn and what skills felt more challenging.



Your Personality vs an Entrepreneurial Mindset:

Your personality is the traits and behaviors that make you... well, YOU. Are you more introverted or extroverted? More adventurous or calm? More creative or more analytical? As you go through different experiences, these traits can change but, in general, one tends to show a tendency toward certain traits over others. Your personality influences the decisions you make in your life.



MODULE 1 LESSON 3

ENTREPRENEURSHIP

On the other hand, an entrepreneurial mindset is not something that you have or don't have. An entrepreneurial mindset is also not something that you are born with. Instead, an entrepreneurial mindset is something that you foster and grow.

An entrepreneurial mindset involves developing certain traits that are associated with successful entrepreneurs. Based on your personality, some of these traits may come to you more naturally than others. Nevertheless, it is important to remember that the entrepreneurial mindset is something that you can work on and develop.



Traits of the Entrepreneurial Mindset

- **Creativity:** A big part of an entrepreneurial mindset is developing the creativity you need to come up with new ideas. This involves noticing problems in your life and, instead of just accepting them for what they are, creating innovative ways to solve them.
- **Risk-taking:** When you have an entrepreneurial mindset, you are willing to take risks and try your new ideas. This involves stepping out of your comfort zone, advocating for your ideas, and being okay with failure.



MODULE 1 LESSON 3

ENTREPRENEURSHIP

- **Resilience:** An entrepreneurial mindset is one where you accept failure as an opportunity for redirection, rather than the end of your entrepreneurial journey. When you are resilient, you are willing to try again when something does not work out.
- **Adaptability:** An important trait of the entrepreneurial mindset is being adaptable. The world and our society are constantly changing, and if you want your entrepreneurial ideas to stay relevant, you have to be able to adapt and adjust your plans.



MODULE 1 LESSON 3

ENTREPRENEURSHIP

- **Goal setting:** Another important trait of the entrepreneurial mindset is to have a clear vision and specific goals. Setting goals keeps you on track.
- **Passion and drive:** Finding what you are passionate about and what is important to you will drive you to pursue your entrepreneurial ideas.



Finding your WHY

As mentioned earlier, one of the biggest steps in fostering an entrepreneurial mindset is finding your WHY. Part of the journey is discovering what you are passionate about, what you want to change, and what drives you.

Here are some helpful things you can do to start exploring what your WHY may be:

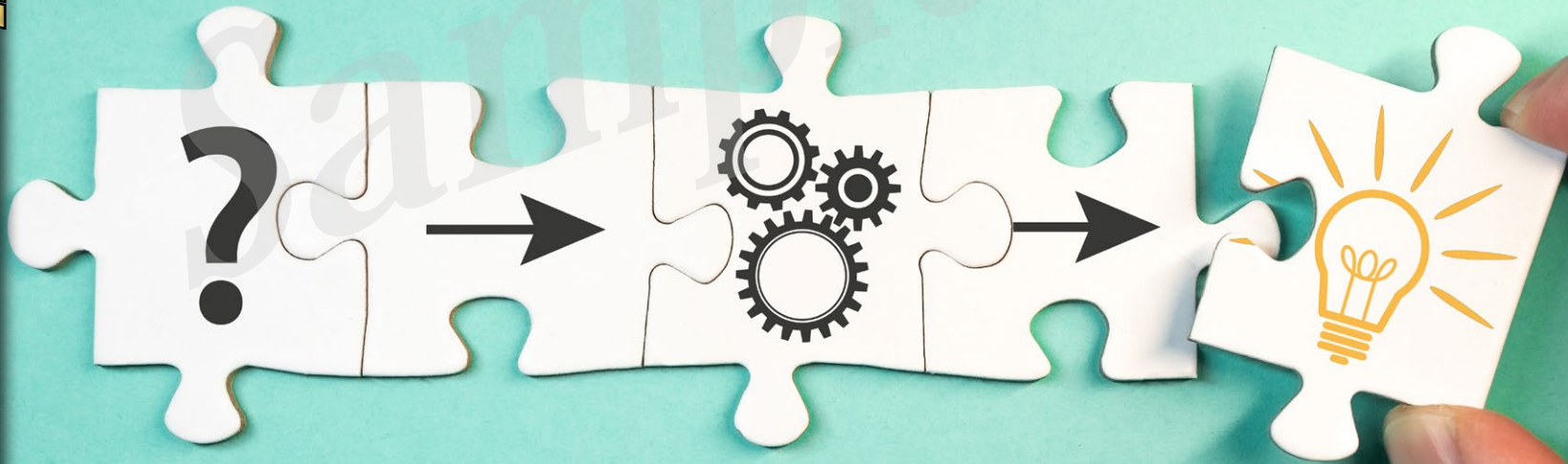
- **Explore your interests:** Take some time to connect with your hobbies and the things you find fun. Don't limit yourself to the things that you already know you love —try new things as well! Spend time really engaging with new activities.

What is your why?

MODULE 1 LESSON 3

ENTREPRENEURSHIP

- **Reflect:** Once you have taken the time to engage with old and new hobbies and activities, take some time to reflect on what it is about them that you enjoy. What about them makes you feel fulfilled? What makes them fun? Were they group activities or individual activities? Were they high-energy and adventurous activities or calm activities? What hobbies/activities did you not like? Why?
- **Identify problems:** Think about problems in the world that you feel passionate about. Is there a challenge within your areas of interest/hobbies that could use an entrepreneurial solution? Reflect on how your strengths and specific interests could be used together to address those problems.



MODULE 1 LESSON 3

ENTREPRENEURSHIP

- ❁ **Core beliefs:** Explore your core beliefs and values and write them down. Then think about how you can include them in your entrepreneurial pursuit. Having your entrepreneurial goals align with your values can increase the passion and commitment you feel toward your goals.
- ❁ **Patience:** Be patient with yourself. Finding your WHY takes time and that's okay.



MODULE 1 LESSON 3

ENTREPRENEURSHIP

- **Feedback:** Be open to not only sharing your ideas, but also to hearing feedback from others. This can help broaden your horizons and align your passion to a pursuit that is relevant to both you and your community.
- **Take action:** There is only so much thinking you can do about your WHY. Once you have reflected for a while, it is time to start putting things in motion. You might even find that your passion becomes clearer or changes a bit once you start trying things out!

