

Module 6 Entrepreneurial Self-Advocacy

Entrepreneurship is a journey full of challenges and opportunities, which makes our emotions soar. Managing them is part of the process of learning to be a complete entrepreneur. Just as we learn methodologies, processes, technical language, finances, sales, etc. Learning to know ourselves – a difficult task – knowing perspectives of our personality, our emotions, will allow us to improve behaviours and thus, our way of relating to others: our partners, our competition, our clients and suppliers. Business is about people and we are here to get to know them.

Possessing emotional management tools will allow us to improve our human relationships and thus our business relationships. What and how I say or ask someone for something and the result we arrive at is a consequence of the way we communicate.

Do we know how to ask? Do we know how to thank? Do we communicate correctly? Do we give or expect too much?

1 The 5 Main Emotions

Passion is the spark that drives entrepreneurs to pursue their dreams and turn their ideas into reality. It is an emotional state in which enthusiasm and dedication are intertwined, providing intrinsic motivation to overcome challenges and persist in the face of adversity. However, it is essential to understand how to balance passion with rationality to make informed decisions and avoid falling into impulses that could put our projects at risk.

1.1 Anger / **Anger** / Anger

Properly managing enjoyment is essential to maintaining mental clarity, making informed decisions, and maintaining healthy relationships with others. But what happens when plans don't go as we thought? When the numbers don't work? When my supplier does not comply and I am unable to fulfil my promise as well?

I invite you to do the following exercise, when you have finished it you will know that anger was just a microsecond in the history of your venture, you will learn that “NO”s stop us from thinking and improving the strategy we had planned, because surely This new one takes us to a better destination.

Phrase: *If you are looking for different results, don't always do the same thing. Albert Einstein.*

1.1 **Sadness** / Depression / Melancholy

The challenging and demanding nature of entrepreneurship can lead to moments of frustration, stress and isolation. It is important to learn to manage these emotions in a healthy way.

Overwork and lack of time for recreational activities and personal relationships can contribute to the feeling of loneliness and this is common in the first stage of entrepreneurship. You feel that your family and/or friends do not understand that you are now working and with much more dedication because it is for something of yours, and on the other hand, because unlike an employed employment relationship, here if you do not do it, it does not nobody. That is why it is essential that you organise yourself. YOUR AGENDA will be your best ally, digital or traditional, but make it and, above all, consult it daily, knowing that there will be unexpected events, but not all of them will be.

“It is easier to undertake in a group” or at least in society, and even better, with the support of your closest environment. If you are from the group of those who undertake "alone", of which there are many, I suggest:

- Try to set healthy boundaries, both in terms of time and energy, and dedicate time to loved ones, social and recreational time outside of work.
- Establish clear goals and objectives that are aligned with your values and seek to give deeper meaning to your work.
- Consider the possibility of working in shared spaces.

- Seek SOCIAL SUPPORT: Connect with other people who can understand and support your experience as an entrepreneur. This may include other entrepreneurs, NETWORKING groups, online communities, WHATSAPP GROUP, RRSS. Sharing your challenges and worries with people who understand you can ease feelings of loneliness and provide you with emotional support.

1. 3 Fear / Anxiety / Nervousness

Fear and uncertainty are inseparable companions on the entrepreneurial journey. The fear of failure, of rejecting the unknown, can generate doubts and paralyse us.

If you have responded positively to most of the statements, you are one of the many people who suffers from “imposter syndrome”, have you heard of it? I tell you:

It is a behaviour that is characterised by the feeling of not deserving what one has or what one has achieved, sowing insecurity and the inability to recognize one's own merit. This psychological condition inhibits the entrepreneur from his ability to assimilate success and feel that he is not good enough and that, on the contrary, he is a total fraud, with thoughts and feelings that can affect his self-esteem and, therefore, his performance. .

If as an entrepreneur you suffer from impostor syndrome, this condition will keep you in a vicious circle of not feeling worthy of your own achievements, damaging your self-esteem and confidence, two fundamental elements for those people who promote their own business ideas. Well, by losing self-confidence you will never consider that you are enough to achieve anything you set your mind to and, little by little, this will be reflected in your entrepreneurship, causing your dream of entrepreneurship to die in the end.

I therefore suggest you:

- Make a list of your strengths and list the achievements obtained in the last three years. This way you will be able to visualise everything you have been able to accomplish thanks to your tenacity, professionalism and courage.
- Learn on the people around you, as well as a mentor or coach.
- Request professional help.

The ability to recognize and face these fears allows us to develop the resilience necessary to move forward, learn from mistakes and take advantage of the opportunities that arise along the way.

1.4 Disgust / **Disgust** / Contempt / Hatred

Learning to manage frustration and see challenges as learning opportunities allows us to overcome obstacles and continue moving towards our goals.

Seek constructive solutions: Instead of allowing disgust and hatred to take over, focus on finding constructive solutions to the problems or conflicts that are causing them. Approach challenges with a problem-solving mindset and look for alternatives that can lead to a satisfactory resolution.

Practice empathy and understanding: Try to put into practice empathy and understanding towards people or situations that generate disgust or hatred in you. Try to see things from the perspective of others and consider factors that may be influencing your actions. This can help you maintain a more compassionate attitude and find friendlier solutions.

Establish healthy limits: If there are people or situations that continually generate dislike or hatred in your entrepreneurial environment, it is important to establish healthy limits. You can limit your interaction with toxic people, seek support from your network, or seek professional advice if necessary.

1.5 Enjoyment / **Joy** / Euphoria / Satisfaction

Entrepreneurship is also full of moments of gratification and satisfaction. Achieving goals, overcoming challenges and personal fulfilment are a source of joy and happiness. Recognizing and celebrating these achievements helps us maintain a positive outlook and find motivation to continue growing and reaching new levels of success.

Joy can be a powerful driver of motivation. Take advantage of that positive energy to propel yourself toward new challenges and goals. Allow yourself to feel that joy and let it inspire you to continue growing and expanding your business. Remember it, above all, to go through the most complex moments when starting a business, for

this it is very important that you CELEBRATE your achievements, NOTE them down in a notebook, SHARE them with your team, family and friends.

BE THANKFUL, practice gratitude by recognizing and appreciating the positive things in your entrepreneurial journey. Be grateful for the opportunities, support, learning and successes you have experienced.

I recommend the book “Emotional” and its “Diary of Gratitude” which according to positive psychology is a tool to know ourselves better and find, in our daily experiences, reasons for gratitude and well-being. And if you set a date: anniversary of the venture, personal birthday, end of the year, etc. By reading the compendium of things that we were grateful for, it will be vitamin-energy to continue in this wonderful and tumultuous world of entrepreneurship.

I urge you to advise you to proceed with caution, to do so, take two factors into account:

Stay humble: While it's important to celebrate successes, it's also crucial to stay humble and recognize that the path of entrepreneurship is full of ups and downs. Joy must be balanced with humility to avoid becoming complacent or losing sight of future challenges.

Maintain the long-term vision : The joy of momentary achievements can be exciting, but it is important to maintain a long-term vision and not settle for past successes. Use joy as fuel to continue growing and achieving new goals on your entrepreneurial journey.

Forward!

Personal SWOT Matrix

Self-confidence and healthy self-esteem are key elements in entrepreneurial self-knowledge. Believing in our abilities and capabilities helps us make assertive decisions, maintain a positive attitude and persevere in times of difficulty. Building strong confidence requires a process of self-assessment, recognition of strengths and areas for improvement, as well as the ability to learn from mistakes and accept constructive feedback.

Know your strengths and limitations:

A recommended exercise for any entrepreneur, no matter where they are in their business, is to periodically review their strengths and points for improvement, both on a personal level and in terms of their business, service or product.

This way, you can make the necessary adjustments to achieve your goals.

And that is what carrying out this activity that I propose to you is about. Did you know the SWOT or SWOT Matrix? (*it depends on which side of the planet you are on ;*)). Have you ever done it in a project or in any self-knowledge activity?

Regardless of the answer you are thinking, today I suggest that you do this activity so that you can analyse YOUR PRESENT. These tools give us a short or medium-term overview, given the uncertainty and the world in which we live.

SWOT is a strategic analysis tool used to evaluate the situation of a business, project or even on a personal level. Its acronym comes from the English words: Weaknesses, Threats, Strengths and Opportunities.

As seen in the matrix, there are internal-external and positive-negative aspects, namely:

Once you have completed the personal SWOT you will have a summary of everything you are and possess and everything you can improve.

For these activities, exchanging experiences is very enriching, you can help yourself with examples that you see from a colleague, and even, once you have carried out your self-analysis, you can expand it, consulting with people around you who know you well and who have the confidence to highlight qualities (that perhaps you repaired) and even provide you with constructive criticism (if necessary). Try to place at least 5 (five) aspects in each box.

ATTENTION! Think about yourself, although you may be confused with your entrepreneurship (especially if it is one-person, that is, it is only you the entrepreneur and the entrepreneurship), think about your PERSONAL level and try to place characteristics/qualities/issues/situations in your ROLE as an entrepreneur. For example: Threat: A lot of competition. This is clearly a threat, but regarding your product or service, people are unique and unrepeatable, there will not be two

Melquiades, but there are more incubators. So, this translated into a personal threat would be “Lack of training that allows me to differentiate myself and make people choose me.”

3.1 CAME Matrix and personal STRATEGIES

After conducting a SWOT analysis, the CAME matrix helps define specific actions to address the elements identified in each category.

Next, I explain each of the components of the CAME matrix and their strategies:

1. **Correct (C):** This category focuses on the Weaknesses and Threats identified in the SWOT analysis. Here, we seek to develop actions to correct or reduce internal weaknesses. Strategies may include training and personal development to improve skills, strengthen weak areas, implementation of internal controls, check-ups, self-assessments, among others.

This is how the REORIENTATION STRATEGY arises because we must pivot, we must take a different path, we must carry out different, renewed, recycled actions to achieve better results because if we continue doing the same thing, the results will be the same. And if I don't like the results, they don't serve me, they don't help me grow, we must make decisions, growth decisions.

I can continue self-contemplation about how little I know about XX topics, how badly I use XX tools, telling myself: “I was not born for technology”, “selling is not my thing”, “my anxiety wins over the plan, I want everything now”, etc etc etc... but, if I am on the path of entrepreneurship, I must know that **learning and entrepreneurship** go hand in hand and therefore making the decision to change to improve is now! you dare?

Let's continue.

2. **Coping (A):** The Coping category seeks to develop strategies to confront and overcome the Strengths and Threats identified in the SWOT analysis. Here, it's about using your internal strengths to confront external threats. Some possible strategies could include adapting your strengths to counter threats, seeking new opportunities that minimise the impact of threats, or continuously improving to maintain your competitive strengths.

Thus, a SURVIVAL STRATEGY emerges where we must know the limits we are going to face by adapting to a threatening environment (the outside). And know that he who does not risk, does not win. But how much can I lose? We will see this in the next section in the so-called “Calculated Risk Behaviour”. You will establish the limit more clearly the more you know me and my activity.

3. **Maintain (M)**: The Maintain category focuses on the loss and protection of your Strengths against the Threats identified in the SWOT analysis. Here, it is about developing strategies to maintain your strengths despite possible external threats.

Thus, a DEFENSIVE STRATEGY emerges to evaluate the risks. If certain attitudes - qualities - strengths have brought me here, why change them? I must defend my way of being, my opinion, my knowledge. As we saw, the “Imposter Syndrome” often makes us devalue ourselves, “being humble” does not mean not accepting that I stand out, that I am good, that I can, praise, etc. Let's take care of ourselves more!

Some possible strategies could include:

-Encourage innovation and continuous improvement: Keep your strengths updated and relevant through constant innovation. Identify opportunities to improve your products, services or internal processes and keep an open mind to new ideas and approaches.

-Develop strategic alliances: Establish collaborations with other professionals that complement your strengths and help you face threats. Strategic alliances can give you access to new resources, knowledge or markets, strengthening your position against threats.

-Build strong relationships with clients and key partners: Foster long-lasting and solid relationships with your clients and strategic partners. Maintaining stable and trusting relationships can help mitigate the impact of threats, since you have their support and loyalty.

4. **Exploit (E)**: The Exploit category focuses on capitalising on your internal Strengths to make the most of the Opportunities identified in the SWOT

analysis. Here, it's about developing strategies to use your strengths and take advantage of external opportunities.

Thus, an OFFENSIVE STRATEGY emerges to empower ourselves. If I do it well and people like it, I should continue there. Curiosity and research, active listening, empathy are skills that will help us to always be updated, active and strong.

Some possible strategies could include:

-Promote your Personal Branding: Effectively communicate your strengths and competitive advantages through marketing and communication strategies. Highlight your differentiators and demonstrate how your strengths position you as the best option in the market.

-Keep an eye on market trends and changes: Stay up to date on emerging trends, market demands, and technological advances relevant to your field. This will allow you to identify new opportunities and use your strengths to capitalise on them.

In conclusion, remember that these are just some possible strategies and that each personal situation requires an adapted approach. The CAME matrix provides you with a structure to generate concrete actions that will allow you to address your weaknesses, confront threats, maintain your strengths and exploit opportunities in your personal or professional path.

Strengths (Strengths): INTERNAL-POSITIVE ASPECT These are the strengths and abilities that you possess, as well as

such as the resources and personal attributes that favour you in achieving your objectives. They may include specialised knowledge, talents, technical or interpersonal skills, relevant experience, among others.

Opportunities (Opportunities): EXTERNAL-POSITIVE ASPECT These are the favourable external circumstances that can benefit you in achieving your personal goals. These opportunities may arise from changes in the labour market, technological advances, social trends, growing demand for certain skills, fashions, among other factors.

Weaknesses : INTERNAL-NEGATIVE ASPECT It refers to the internal aspects that can put you at a disadvantage compared to your objectives. These may be skills that you still need to develop, personal limitations, lack of resources, among other aspects that can hinder your progress.

Threats (Threats): EXTERNAL-NEGATIVE ASPECT Represents external factors that can have a negative impact on your personal goals. These may be changes in the environment, strong competition, technological advances, adverse economic conditions, legislative changes. Social or cultural obstacles: Some threats may arise from social or cultural obstacles that hinder your progress. These may include discrimination, language barriers, prejudices or stereotypes that prevent you from accessing certain opportunities or being recognized for your skills and achievements.