

YOUNG ENTREPRENEURSHIP

Module C: FROM MOTIVATION TO ENTREPRENEURSHIP

By



Entrepreneurship is the process of creating something new for profit. It requires the ability to target, identify opportunities, create ideas, utilize resources, plan actions, take risks, adapt to changes.

Our everyday life consists of small “business” activities, which have all the characteristics mentioned in the above definition of entrepreneurship. In our daily activities there are elements of entrepreneurship. For example, a trip or a product purchase requires goal setting, obtaining benefits, action, planning, decision making, etc.

In the economic environment, taking entrepreneurial action is related to the search and implementation of the appropriate entrepreneurial idea, which will convert resources into profit.

Entrepreneurship, then, is a journey with the motivation as the "start" and the satisfaction of the motivation (benefit-profit) as the "end". Along this path, the entrepreneur takes risks that he/she has to face, as well as corresponding rewards.

Motivation and goal setting

Motivation is the force that pushes people to action and helps them overcome difficult situations. To satisfy motivation, a person sets goals which determine the way of action.

For example, looking for a job, starting a business, engaging in a hobby, taking a trip, etc., constitute target setting.

The criterion that shows that a goal was "properly" chosen is the degree of satisfaction that a person receives after its realization. The achievement and implementation of the objectives set should yield the expected benefit. Therefore, what matters is not only the achievement of a goal, but also the right choice of a goal as a means of satisfaction.

Over the years, Entrepreneurship has attracted and continues to attract people to satisfy personal desires/needs. The creation of a profitable-sustainable business is set as a goal, hoping for a better quality of life, independence in employment, improvement of living standards, expansion of studies, etc.

The achievement of an Entrepreneurial goal depends mainly on the ability of the individual/team to manage the preparation and operation requirements of a Business. Personal characteristics and entrepreneurial values, as well as entrepreneurial abilities/skills such as *risk-taking*, *valid information*, *efficient management of resources*, *selection of partners*, etc., are key factors for the implementation of a successful entrepreneurial idea.

Entrepreneurial skills such as originality, innovation, the ability to develop new products, the ability to develop new markets, can be built up/improved for an entrepreneur and for those employed in a business, through a training process. The development of entrepreneurial skills for the employees of a business ([intrapreneurship](#)) always has a positive effect on the business.

Benefit, risk, and risk management

On the path from motivation to achieving the goal of gaining satisfaction-benefit, the motivation gives way to risk. No project can be developed in a highly secure and ideal environment. In any environment there are multiple *internal and external factors that can create undesirable situations for the project being implemented*. For example, a farmer cannot fully predict the weather conditions and an unpredictable drought will cause damage to his/her products. The recent COVID-19 pandemic has had a detrimental impact on both people's health and the economy.

A major disincentive for many people wishing to start a business is the uncertainty of their ability to cope with risk. A person's weaknesses are the determinant of his/her limits.

We could say that a "risk-danger" is a situation which has an outcome contrary to the expected and with unpleasant consequences. These effects may, indicatively, be economic, social, emotional.

For example, a person may bear an economic loss, but may not be able to withstand the label of "failed entrepreneur" or rejection. Also, a successful business may require the constant presence of the entrepreneur in conferences, training, public appearances, etc., but he/she may not be ready to change his/her social and family life.

"The amount of success of the (entrepreneur) is proportional to the risk he or she alone is willing to take, while several times the amount of any success is proportional to the concessions, he or she alone is willing to make to principles and various personal or social inhibitions" (Lambropoulos, 2008, p. 21).

Anticipating and managing risks will lead to a safer route.

Managing a risk requires knowledge of:

- oneself (personal characteristics)
- conditions (external environment)
- possible outcomes
- consequences
- coping process

Thus, in Entrepreneurship, the individual or the group follows a process of gathering and processing information about possible risks, the ways in which they can deal with them and finally deciding "whether the implementation of the "project" is worth it" or not.

In order to manage risk, the entrepreneur can follow the steps of the [Decision Making Strategy](#)

- 1) Alarming situations - risks are listed.
- 2) Information on the risk environment is collected.
- 3) Ways to deal with the risk are identified.
- 4) Coping methods are evaluated.
- 5) The most appropriate coping method is selected.

Making the final decision on how to deal with risk depends on the personal values and characteristics of the individual or group. Given the same problem with the same data, the choice of solution by one person/group differs from that made by other persons/groups, because it depends on how much and what each person/group is willing to sacrifice. It also depends on the ability to decide, which is proportional to the ability to manage the uncertainty and ambiguity of risk.

REFERENCES

Lambropoulos, P. (2008). *Entrepreneurship*, Athens: Propompos.

Pinchot III, G. (1985). *Why You Don't Have to Leave the Corporation to Become an Entrepreneur*, New York: Harper & Row.

Digital resources

<https://www.corpedgroup.com/mobile/ml/five-steps-to-making-strategic-decisions.asp>

<https://en.wikipedia.org/wiki/Intrapreneurship>