



# Module 8

## Balance your Personality: Skills vs. Fears



### EUROPE

ACTIVE CITIZENS  
THRIVING COMMUNITIES



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

2017-1-PTD1-KA204-035759

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## Personality traits of Conventional entrepreneurs

- Risk-taking attitude (accepts the great likelihood of loss in exchange for greater potential reward)
  - think about public employees
- Need for achievement (goal-oriented)
  - think about Steve Jobs
- Need for autonomy (independent and self-directing)
  - think about strict corporate rules
- Feels more competent and sees business opportunities
- Desire to be their own boss

## Personality traits of Social entrepreneurs

- Are extraordinary personalities... with «strong» footprint
- Desire to serve a social mission
- Dare to implement social innovations - bring about social changes
- Have an entrepreneurial mindset and experiment with new business models.



# 10 WAYS TO KNOW IF YOU'RE A SOCIAL LEADER



## Social Leaders are:

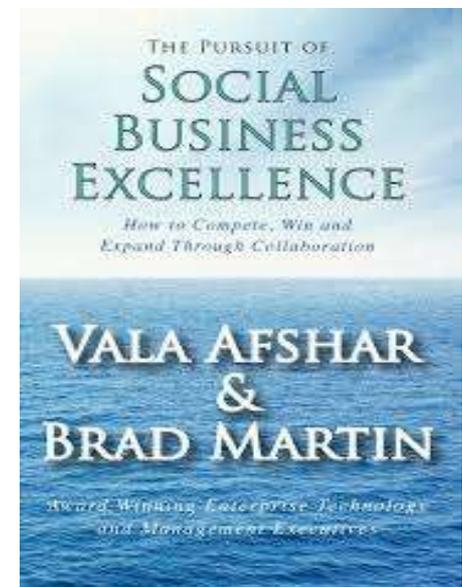
## Social Leaders are not:

<b>Pragmatic Optimist</b> <i>Default to "yes"</i>	<b>Chronic Pessimist</b> <i>Default to "no"</i>
<b>Inspirational</b> <i>Co-create value &amp; develop excellence</i>	<b>Controlling</b> <i>Demand excellence</i>
<b>Forward Looking</b> <i>Embrace change by asking, "What if...?"</i>	<b>Backwards Looking</b> <i>This is how we've always done it</i>
<b>Open Minded</b> <i>Solicit views from others</i>	<b>Close Minded</b> <i>Decision making in a vacuum</i>
<b>Proactive</b> <i>The first to follow, the first to lead</i>	<b>Reactive</b> <i>I'll do it when I'm told</i>
<b>Trusting</b> <i>The only path to scale is empowerment</i>	<b>Insecure</b> <i>Micro managing restricts growth</i>
<b>Accountable</b> <i>I've got it</i>	<b>Unreliable</b> <i>Not my fault</i>
<b>Generous</b> <i>When celebrating, lead from the back</i>	<b>Selfish</b> <i>All good ideas are mine</i>
<b>Authentic</b> <i>Open and honest communication</i>	<b>Phony</b> <i>Misleading for self-interest</i>
<b>Collaborative</b> <i>No one of us is as smart as all of us</i>	<b>Siloed</b> <i>I'm the smartest one in the room</i>

For more insights, check out:  
The Pursuit of Social Business Excellence  
by @ValaAfshar @Brad\_W\_Martin



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# Skills & Fears



# What about Skills?



**Social entrepreneurs** are capable of producing small changes in the short-run, which transform current systems and result in radical changes in the long run.

*(Ashoka, 2000)*



# Skills

- Self confidence
- Leadership skills
- Networking skills
- Management skills



# Self-confidence

- Serve the community's vision
- Provide goods and services for community
- Focus on the solution of social problems
- Strive for social change



# Leadership Skills

- Honest
- Competent
- **Forward Looking**
- Inspiring
- Credible
- Transparent
- Trust people and delegate

A *Leader* is one who  
**KNOWS THE WAY**  
**GOES THE WAY**  
& **SHOWS THE WAY**  
- John C. Maxwell



# Networking Skills

- Maximizing positive impact
- Exploring new perspectives
- Meeting tomorrow's challenges



Review the deliverable tables and get ready:

- If the negotiation does not work, the enterprise dies
- The enterprise negotiates from a position of weakness
- Prepare for what could go wrong

# Management Skills

- **Selling skills** (order taking, effective communication at persuading prospective supporters)
- **Operating skills** (meeting schedules and planning, take charge of operations, budget money and time to train and develop suitable staff)
- **Finance skills** (manage intense cash flow pressure, build inventory and receivables ahead of growing demand)

# What about Fears?



# Fears

- Fear of failure
- Fear of risk taking
- Fear of having less resources than needed
- Fear of losing money
- Fear of having less skills than required



Social leaders should not be afraid to:

- express emotions
- be personally connected
- be vulnerable
- be thankful and show appreciation



## 5 fears that hold entrepreneurs back:

1. Do not believe in yourself
2. You need a product before start selling it
3. You are not perfect
4. You need money
5. You lack the experience and knowledge

**Source/Watch the video**

(5.45')



# Exercise 1



## Example 1: Included

- Migrant resource network
- Impact: Social Inclusion
- Place: China
- Geographical coverage: international (USA, UK)
- [Video 1](#) (4,51 min)
- [Video 2](#) (1,41 min)

# Solution



# Skills

- **Optimistic** (be simple to reimagine the world)
- **Persistent** (see life as a series of sprints not a marathon)
- **Forward looking** (have vision to help now the new generation)
- **Team spirit** (build trust, give value to people, convince them that they can offer to the community)
- **Passionate**
- **Adaptive**



# Fears

- Lack the necessary **energy** when needed to manage people
- Difficult to manage **stress** in a positive way
- Difficult to manage **complexity**
- Lack the **trust** needed to create impact



## Example 2: Discovering Hands

- Detecting breast cancer
- Impact: social (health and inclusion)
- Place: Germany
- Geographical coverage: international
- [Video](#) (2 min)

# Solution



# Skills

- Forward looking
- Persistent
- Decisive
- Management skills



# Fears



- Need time and patience to scale up
- Need energy to convince blind people
- To receive acceptance by the doctoral society
- To sustain credibility



## Example 3: Denis Mukwege

- Health treatment for raped women in Africa
- Impact: Social Inclusion and Health
- Place: Africa
- Geographical coverage: National
- [Video 1](#) (3,53 min)
- [Video 2](#) (3,17 min)
- [Video 3](#) (1.05 min)

*"This prize is a message to survivors. You are valued and not forgotten. Your cries and your voices are heard. Together we commit ourselves to building a healthier, more just, and peaceful world. "*

**DR. DENIS MUKWEGE**



# Solution



# Skills

- Emotionally connected
- Passionate
- Persistent
- Willing to embrace new challenges
- Fighter
- Forward looking
- Courageous
- Resilient
- Respectful



# Fears

- Fearless
- Afraid of reality
- Beneficiaries' resistance not to ask for help



Any  
Questions



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