

MODULE

Seeking Motivation and Innovation

SHORT DESCRIPTION

The role of motivation in entrepreneurship is significant. It helps to shape start-up businesses from the very early stages and can have an impact on sustaining growth and capabilities into the future. But with motivation alone, the entrepreneur cannot achieve success in their business, they need to know how to innovate, to offer a better product or service to the customer than their competitors. In this module, you will identify what your motivations are, and we will introduce you to some tools to improve your capacity for innovation.

CONTENT

Motivation is a key piece when starting a business

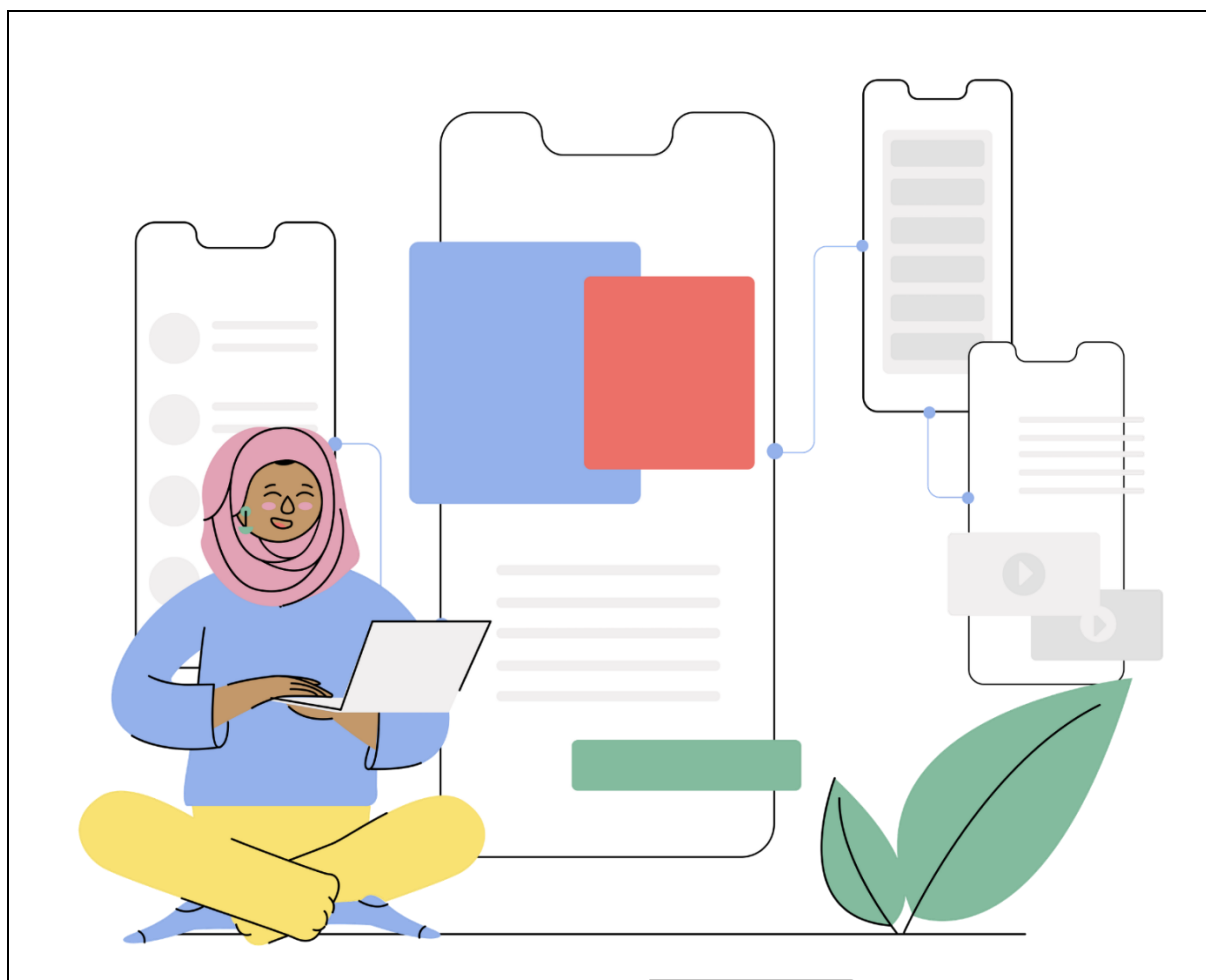
Entrepreneurship goes hand in hand with tenacity and commitment. Entrepreneurs start their projects with passion and enthusiasm, and they succeed if they can convince other people of the value of their ideas. A key factor to maintain the momentum of the project and creativity is motivation, which is essential for the final success of the entrepreneur.

Why is motivation important?

What we call "motivation" are the reasons that encourage us to continue striving and working. When things get complicated, our motivations give us hope, clarity and encourage us to face difficulties. Thus, at the time of undertaking, it is based on having a "why", a motivation that makes us move forward.

In addition, entrepreneurs must maintain their motivations and take advantage of them to motivate others: potential clients, investors, suppliers, and workers, who must be excited about their project.

For all these reasons, motivation is important when starting any project, having a good idea is not everything ... that "good idea" must motivate you.



What are motivational influences on entrepreneurship?

Each entrepreneur is different, therefore, the aspects that can motivate an entrepreneur are also quite different. Here are some factors that can motivate an entrepreneur, not only to start their business, but also to continue when it gets tough.

- **More freedom:**

Entrepreneurship often appeals to people who want to work for themselves. Whether it is because they do not want to be accountable to their superiors, or because they want to decide their hours, entrepreneurship gives more freedom and flexibility when it comes to working. However, there is an inherent tension in entrepreneurship, as many unknown factors are surrounding the success of the new company after its launch: will the business succeed? Will I have the earnings I had anticipated? Will I know how to overcome my competitors?

- **Greater Income**

Some employed people think that all the effort they put into their work contributes to the employer increasing their wealth. Although as an employee, they receive a salary for their work, that salary is

limited, if we compare it with the money that the employer can obtain. Entrepreneurship carries with it the possibility of increasing your earnings over time.

- **Greater Influence**

As an employee, you may not agree with the direction taken by the company you work for, or you would like to be part of the decisions. The desire to have more influence over a product's development, marketing, or customers is a major motivation for some people to decide to quit being employees and start their own company or product line. It can also appeal to people who want to have a lasting impact or legacy in an industry, as starting a company sets them apart.

- **Control and Creativity**

Many entrepreneurs have an idea that they want to share with the world or that they believe could positively influence society. One of the motivations that launches many people to undertake entrepreneurship is having control over the product and being able to unleash their creativity.



Discouraged? 5 tips to regain motivation:

1. Minimize contact with negative people: this is not always possible but do it whenever you can. At the very least, do it for a short time. Surely you have come across people who complain about absolutely everything. Stay away from them while you try to regain your spirits.
2. Spend more time with the people who recharge you: they say that you become the five or six people with whom you relate the most. Try to connect with people who push you to be better in all aspects of your life.
3. Read/listen to/look at positive things: if you feel down, read a positive book. Listen to an audiobook or podcast with a positive message. Watch a movie that makes you laugh. Surround yourself with things that have a positive influence on you. Incorporate those messages into your life as much as you can.
4. Learn to prioritize: give priority to the things you should and want to do. Make a list.
5. Eat the elephant one bite at a time: take that list you have created and tackle it every day. If you commit to doing it, you will be amazed at how much you can achieve. The more you get done, the better you will feel. This will fuel your motivation.

You can do a lot more to build motivation, but this list is a good start. Also, keep in mind: if your motivation levels are low, it is always useful to try to get out of the box, that is, the daily routine, and try to visualize the whole picture. Ask yourself: why are you doing what you are doing? Allow yourself to be encouraged by a bigger vision of things, and let your goals drive you.

Recover the illusion for your entrepreneurial project:

The path of the entrepreneur is full of ups and downs. Sometimes he can go through a season with less motivation, or he can lose his enthusiasm to continue striving to get companies ahead.

It is normal to lose motivation for the entrepreneurial project at some point. When you have been shooting for a few years, the energy that you overflowed with when starting your project has been exhausted. In addition, other reasons that have caused spirits to falter may have appeared. For example, the lack of good results, stagnation, the feeling of loneliness, fatigue, making your entrepreneurship compatible with your work or changes in your personal life.

The symptoms of the loss of enthusiasm for your company are evident: discouragement, lack of motivation, lack of energy ... as well as a feeling of blockage, little creativity, or abandonment of goals at the first change. This loss of illusion can also affect other areas of life. It is possible that if you are in this situation, you feel more irascible or with a general lack of illusion.

Thus, to recover the illusion for your entrepreneurial project, we suggest you follow the following steps:

1. Analyze and understand what is happening to you:

Once you are aware of your loss of motivation, the next step is to look for the reasons that have led you to that point. As mentioned before, the causes can be many. Perhaps you are investing a lot of effort to obtain little results and you are exhausting yourself. Maybe you need new challenges or a break. Or maybe you have a severe work overload that is causing you great stress.

It is about identifying the problem and knowing what is going wrong. You can ask yourself some questions to analyze it: What were you excited about when you started your project? What has

changed? Why did you have an illusion before and now you don't? What do you care about? What do you need to change?

Analyzing the causes will allow you to understand the reasons and thus find solutions for each of them.

2. Do you really want to regain the illusion for your entrepreneurial project?

After analyzing the causes, you may find that they are too strong for you and that there are no possible solutions. Perhaps you realize that you do not want to regain the illusion for your project and what you need is a change of life.

If so, nothing happens, the important thing is to have discovered it. Life is constant change, and our motivations and concerns are transforming with us. Perhaps your path from now on is elsewhere and you must put an end to your project.

3. Do not idealize the illusion:

The life of the entrepreneur is full of ups and downs. Even day-to-day life can feel like a roller coaster. This is important to always keep in mind; since it is not possible to be 100% of our time with the illusion fully loaded. In addition, you will not love everything, since there are always tasks that are more tedious but are necessary for the company. However, by balancing positive and negative feelings, one should lean in favor of the former.

4. Remember why you started:

Stop and think about why you decided to undertake and why you did it with this project. Think also if those reasons are still valid for you and if they continue to fill you. And, in the alternatives that you have to undertake and if they would motivate you more. Do not be afraid to find out that what you are doing right now is not the best option for you.

Remembering why we started often brings back the feelings we had then. From time to time, it is good to look back to refresh our why. With it, the illusion and motivation to continue growing our project returns.

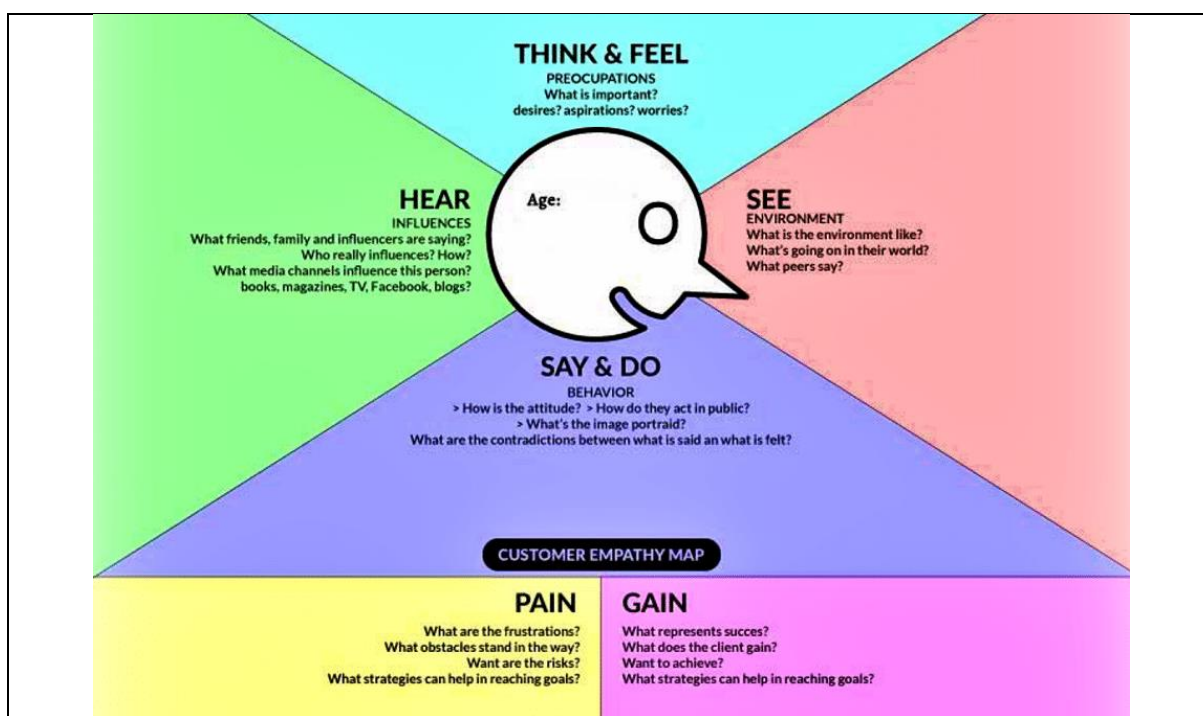
Know the motivation of your future clients and customers

The empathy map allows you to generate a deeper understanding of one's motivations and why. In the cause of entrepreneurship, it could allow you to know your future customers deeper, so you can design your products or services taking in account their way of living.

With this tool, you can gather insights about the potential target group. It helps you to rank information and to detect contradictions. The various questions give insights into people's underlying needs and help explain behavior.

More information:

- [Create a customer empathy map in 6 easy steps](#)
- [Empathy map](#)



Identifying the gap in the marketplace – be innovative!

When developing a new product or service, it is critical to assess what need it will fill and what your competitors are offering. This so-called **gap in the market** could be the difference between an astounding product launch or an equally impressive product flop.

And, how about **innovation**? As innovation is one of the key elements of entrepreneurial activity, since the entrepreneur innovates by introducing ideas or improving products and services, by incorporating new technologies, production processes, work practices or ways of doing business, we invite you to carry out any of these activities, which would help you to be more innovative:

1. Mash-up innovation:

Mashups is a collaborative idea generation method in which participants come up with innovative concepts by combining different elements together. In a first step, participants brainstorm around different areas, such as technologies, human needs, and existing services. In a second step, they rapidly combine elements from those areas to create new, fun, and innovative concepts. Mashups demonstrate how fast and easy it can be to come up with innovative ideas.

Goal: demonstrate how fast and easy it can be to come up with innovative ideas.

More info: <https://www.sessionlab.com/methods/mash-up-innovation>

2. Idea & Concept Development:

Ideation and Concept Development is a process for groups to work creatively and collaboratively to generate creative ideas. It is a general approach that can be adapted and customized to suit many

different scenarios. It includes basic principles for idea generation and several steps for groups to work with. It also includes steps for idea selection and development.

Goal: To work creatively and collaboratively to generate creative ideas

More info: <https://www.sessionlab.com/methods/idea-concept-development>

3. Four-step sketch:

The four-step sketch is an exercise that helps people create well-formed concepts through a structured process that includes:

1. **Review** key information,
2. **Start design** work on paper,
3. Consider multiple **variations**,
4. **Create a detailed solution**.

This exercise is preceded by a set of other activities allowing the group to clarify the challenge they want to solve.

More info: <https://www.sessionlab.com/methods/four-step-sketch>

On the other hand, if you know the problems your clients have, and you want to know how to solve them, the design thinking technique can also help you. In the section “tools”, you can find some resources regarding design thinking.



GUIDELINES/TIPS

- By maintaining your motivations, you will take advantage of them and start motivating others: potential clients, investors, suppliers, and workers.
- Try to spend more time with the people who help you bring out the best in you, avoid negative people!
- By using the empathy map, you will know your future customers deeper, so you can design your products or services considering their way of living, which will you make more successful.
- Do not lose sight of the reasons that led you to undertake this project, those are the ones that will help you continue when difficulties appear!
- Learn an activity or methodology that helps you create innovative ideas; this will help you differentiate yourself from your competitors.

EXTERNAL RESOURCES/ TOOLS

- <https://pharmaacumen.com/journal/2016/4/20/six-ways-to-identify-a-gap-in-the-market> - Six ways you can identify a gap in the market.

- <https://www.sessionlab.com/methods/mash-up-innovation> - Mash-up innovation, a tool to be more innovative.
- <https://www.sessionlab.com/methods/idea-concept-development> – Idea and concept development, a tool to be more innovative.
- <https://www.sessionlab.com/methods/four-step-sketch> – Four step sketch, a tool to be more innovative.
- https://www.sessionlab.com/library/idea_generation - More practical activities that help you generate ideas.
- https://www.youtube.com/watch?v=r0VX-aU_T8&ab_channel=Sprouts – What is design thinking.
- https://www.youtube.com/watch?v=4nTh3AP6knM&ab_channel=Simplilearn - Design Thinking Full Course: 40 minutes video where it is explained how to use Design Thinking.
- https://www.youtube.com/watch?v=J62qekUd8Lg&ab_channel=GrowwithGoogle - Design Thinking for Entrepreneurs.