

## Myths and assumptions about entrepreneurship

The Dream/planning/Criticism phase	Theme:
Purpose: To release you from narrowing assumptions and widen out your mind	
Output: New intentional assumption, you will build your company upon – values	
<p>Activities:</p> <p>We have some assumptions about everything. Normally they are unconscious – we don't even know we have them. In some situations they become frames, you cannot go beyond; they are narrowing your mind. In this exercise you find some of your assumptions and explore their consequences – and you can choose new ones as your values – training to live with them.</p> <p>In our western society we have some common assumptions about entrepreneurship – We have listed some below. And you and your family probably have some too. Try to recognize your assumptions – from the list - or from general proverbs/short sayings used around you – or from within you. When you recognize one you live by – then explore how the opposite would be – could it be true in some ways? Do you want the opposite one as a value for your company? Or would you like to find one in between? Try to be explorative as possible.</p> <p>When you have chosen a new one – you have to exercise it – Notice the situations, in which you already uses the new one – try to do more like this.</p> <p>An example:</p> <p>“To become an entrepreneur you have to work 80 hours a week”</p> <p>Do you recognize this? Does it seem true (in a way) to you? Do you recognize some situations, where you are working from this point of view?</p> <p>(if it doesn't seem true at all, you are already released from it – try another one)</p> <p>The opposite could be like these:</p> <p>“To become an entrepreneur you should only work 30 hours a week” – or</p> <p>“Your success as entrepreneur does not depend of how much you work – you have to be born as an entrepreneur” – or</p> <p>“Your success as entrepreneur does not depend of how much you work – it is how smart you work”</p> <p>Which one do you like your company (your self and maybe some employees) driven from?</p> <p>If you for instance choose the last one about smart-working – then try to identify the situations and the ways of which you can work smarter and not harder.</p>	
Exercise	
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