



**ACADEMY OF
ENTREPRENEURS**



Thank you

for the opportunity

Welcome :)

RISE UP LEARNING SESSION

Emotional Intelligence & Business Mindset Preparation for Social Entrepreneurs

Learn emotional intelligence and the role it plays in developing a business mindset for social entrepreneurs.



Resource Speaker:



PAULA MILLS
Founder, Chief Executive Officer
Academy of Entrepreneurs

OCT
15
THURSDAY

VIA
**Facebook
Live**

4:00 PM

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Home My Network Jobs Messaging

UX/UI Designers On Demand - Hire top UX/UI designers on a contract basis within days.

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PAULA MILLS

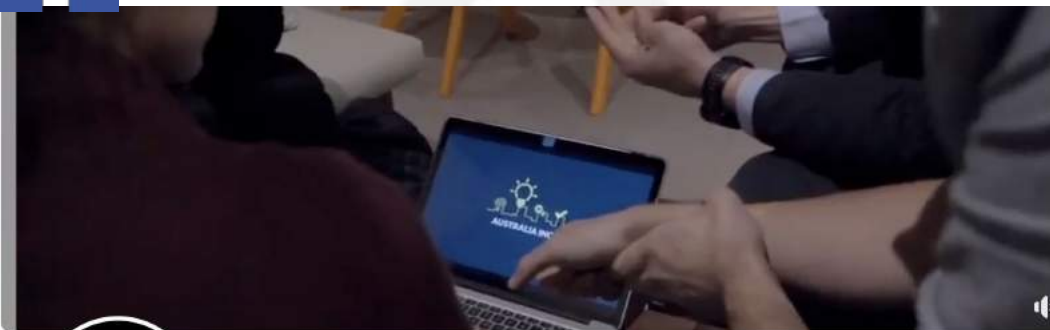
Edu-entrepreneur and CEO of Academy of Entrepreneurs
Pyrmont, New South Wales, Australia · 500+ connections ·
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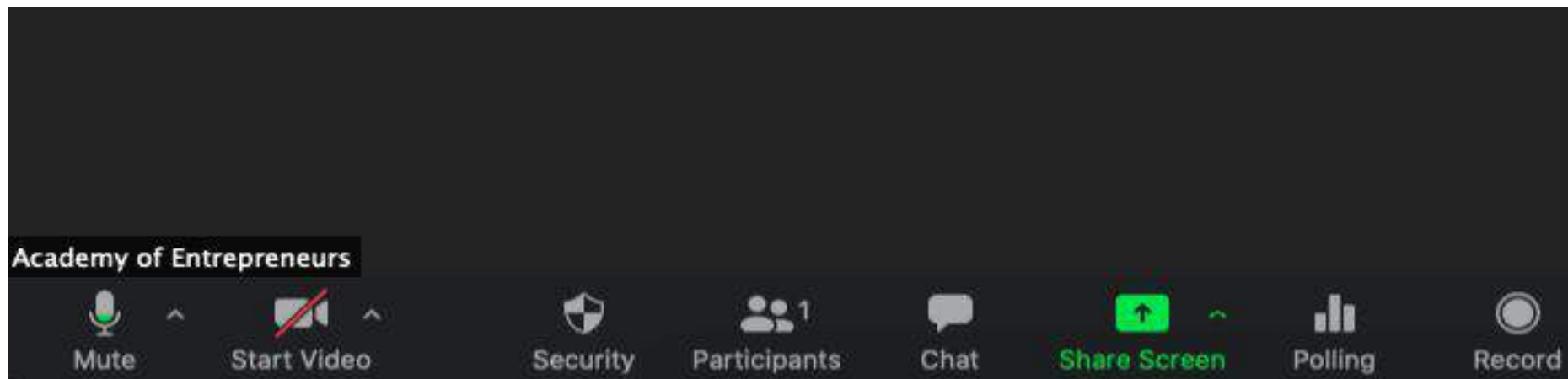


How to participate on ZOOM

Use the **chat** to ask questions. We will answer them at the end.

Share comments and answer other participants questions. Send to **everyone**.

If you want to talk to ask a questions, first **unmute** yourself.



OUR

STORY



Questions:

Why does 1% control 99%?

Why do 96% OF businesses fail?

Gap: Employability/Entrepreneurship

Interviewed

1,000 successful
entrepreneurs

What do they have in common?

How did they
succeed?

Emotional Intelligence

What is....

Emotional Intelligence

Emotional intelligence refers to the ability to **identify**, **manage** and **control** one's **own** emotions, as well as the emotions of **others**.

TODAY



Paula Mills

Academy of Entrepreneurs



You will learn

- WHY Emotional Intelligence is important
- How to manage stress
- IKIGAI
- Thoughts
- Emotions
- Feelings
- Growth Mindset
- Leadership
- Habit → Lifestyle
- Authenticity
- Attitude
- Self-Monitoring
- Performance
- Social Impact Leadership
- How to change the world
- How Social Enterprises Work

Three crumpled yellow paper balls are arranged horizontally on a dark green background. The background is a large, irregular green shape with a pointed bottom, set against a yellow background of overlapping, crumpled paper pieces.

Why is Emotional Intelligence Important?

Self-Awareness



People with high Emotional Intelligence understand themselves more **deeply.**

They realize what is important to them and are committed to their own **growth and development.**

They are open to **feedback** that will help them improve.

They are also **more aware and sensitive** to the feelings of others.



Communications



People with high emotional intelligence recognize the importance of communicating **clearly and respectfully.**

This allows them to **influence others,** to **solve problems** more effectively, and to maintain the quality of their **relationships.**

Leadership



Emotionally intelligent leaders are able to **control themselves, their emotions,** thoughts, and actions in a positive manner.

They **build trust** and work to maintain a positive culture and demeanor among members of their team.



Change



People who are emotionally intelligent can **manage the stress and anxiety** that the challenges of change often present.

Teamwork



Those who are emotionally
intelligent **contribute solutions**
— which are best for the business
and the goals they are trying to
achieve.

Culture



Cultivating an **environment where** **everyone respects and trusts** one another creates a culture of support and mutual benefit.

Such a collaborative culture **increases** **retention and establishes good will** among company members and teams.



Compassion



Helps **strengthen relationships,**
reduce stress and anxiety,
and increase understanding in a
time where meeting goals and
deadlines is often valued more
than people.

Motivation



Emotionally intelligent people are **frequently optimistic** and not easily derailed when facing a challenge. They are hard workers with a **growth mindset** and persevere in the face of obstacles.

Productivity



They have skills to **help them to solve problems** and manage conflict more efficiently.

Consequently, they are more productive in their work behavior and **enable others to do the same.**



Relationships



Knowing how to **build and**
maintain effective
relationships is one key to
effectively working with
others.

“Knowing yourself

is the beginning of

all wisdom”

— Aristotle

Did you know?



By **keeping your cool** when things go wrong and always treating team members with respect, you **foster loyalty** and reduce employee turnover.

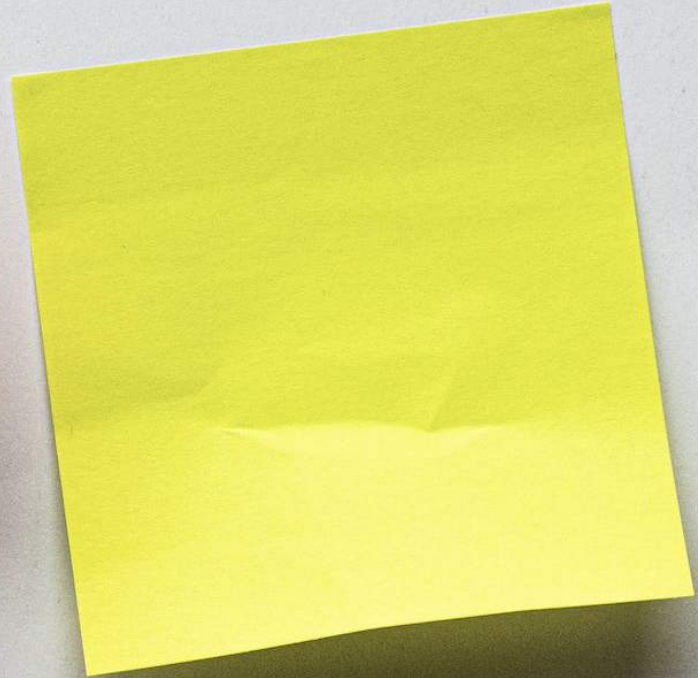
A study by Initiative One Leadership Institute found that workers are "400% less likely to leave a job if they have a high Emotional Intelligent manager."

What

would you do?

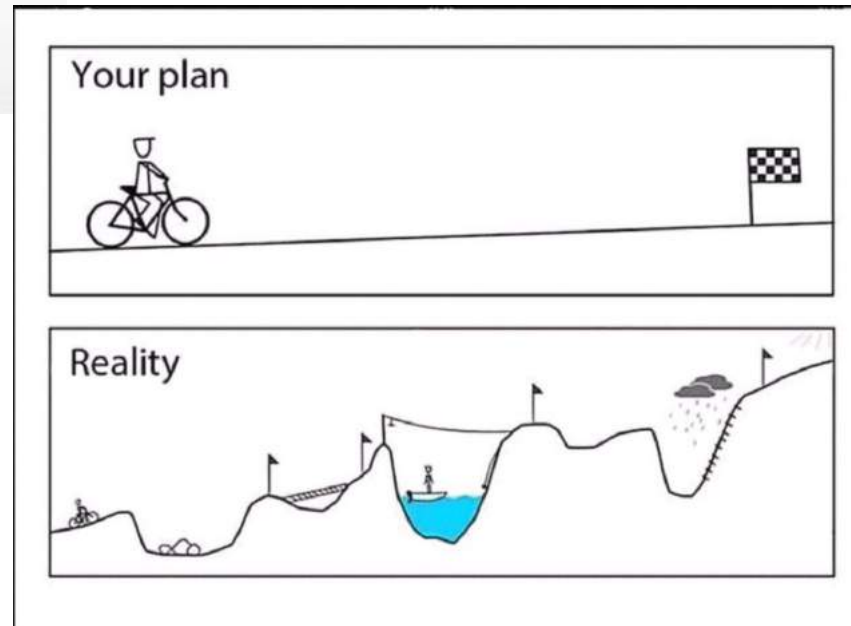
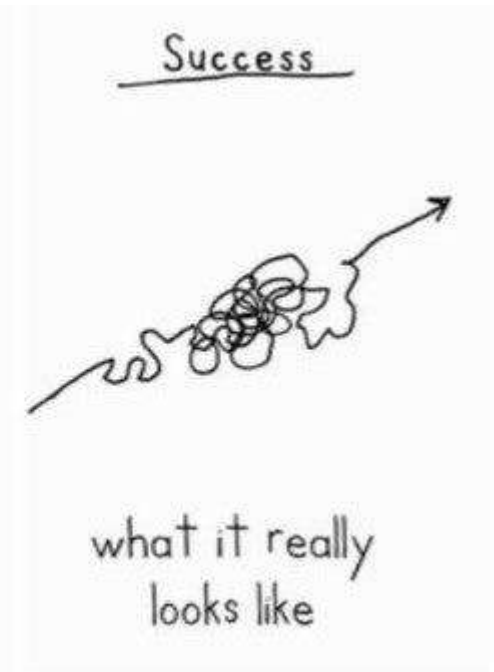
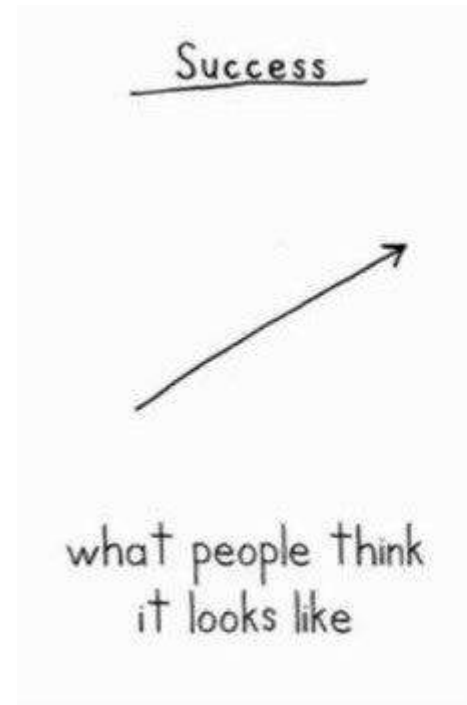


POST IT



Emotional intelligence refers to the ability to **identify**, **manage** and **control** one's **own** emotions, as well as the emotions of **others**.

A Day In The Life As An Entrepreneur



**Why More
'Emotional
Intelligence'
means more
money and
success?**



Important to remember!!

Business success doesn't come from industry knowledge.

Business is built on relationships and network.

the key is emotional bonding

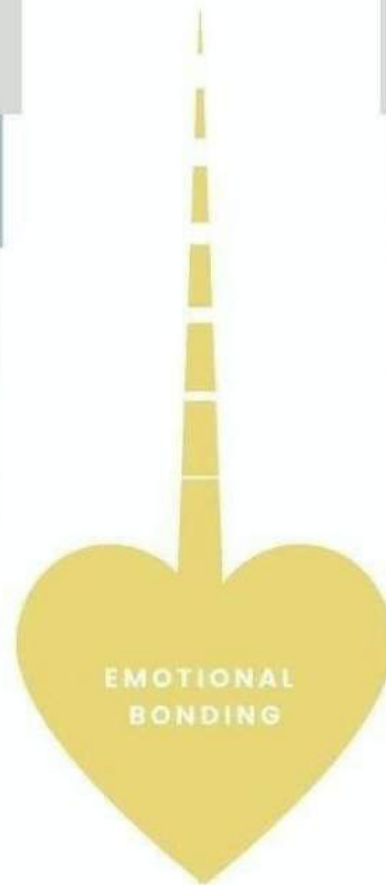
CUSTOMER JOURNEY

an outline of every step a lead takes to become a paying customer.



MARKETING FUNNEL

an outline for every step a business takes to lead a customer through the customer journey



Ikigai (生き甲斐)

Ikigai is a Japanese concept that means "**a reason for being.**"

The word "ikigai" is usually used to indicate the source of value in one's life or the **things that make one's life worthwhile.**



The image shows a workspace on a wooden desk. In the center is a silver laptop with a black keyboard, displaying a video editing interface with a hot air balloon scene. To the left is an open notebook with handwritten notes in blue and orange ink, including dates like '18 Thursday' and '19-23'. A blue pen and an orange highlighter are on the notebook. Below the notebook is a white coffee cup with a black and white pattern. To the right of the laptop is another open notebook with a hand-drawn diagram. In the bottom left is a black mouse, and in the bottom right is a smartphone. A large white banner with the word 'Activity' in bold black font is overlaid across the bottom half of the image.

Activity



**YOU
LOVE IT**

PASSION

MISSION

**YOU ARE
GREAT
AT IT**

**THE
WORLD
NEEDS
IT**

PROFESSION

VOCATION

**YOU ARE
PAID FOR IT**



**Thoughts Create
Emotions**





What are thoughts?

Thoughts are mental cognitions—our ideas, opinions, and beliefs about ourselves and the world around us.

They include the perspectives we bring to any situation or experience .

While thoughts are shaped by life experiences, genetics, and education, they are generally under conscious control.

In other words, if you are aware of your thoughts and attitudes, you can choose to change them.

Your Mind

Conscious mind

- Deal with 5% of what is in your awareness

Subconscious mind

- 95% - you are unaware of

Conditioning

- Your environment
- 'Should do' – None of you should allover yourselves
- Meaning + Attachment effecting your decisions
- What stops or What propels you forward
- Cause resistance = fear, uncertainty, scarcity



**80% negative thoughts
and 95% same as the day before**



A close-up photograph of a young girl with long, wavy brown hair. She has a wide-eyed, surprised expression, with her hands pressed together over her mouth as if she is shocked or excited. She is wearing a light blue, short-sleeved top with ruffled shoulders. The background is a plain, light-colored wall.

What are emotions?

It may be useful to think
of **emotions as the**
flow and experience of
feelings, for example, joy,
sadness, anger, or fear.

Emotions can be **triggered** by something **external** (from seeing a friend suffer or watching a movie) or something **internal** (an upsetting memory).

While **emotions are universal**, each person may **experience them and respond to them in a different way.**

For example, a person with a fear of dogs is likely hyperattentive of the dog across the street and appraises the approach of the dog as threatening, which leads to emotional distress. Another person who appraises the dog's approach as friendly will have a very different emotional response to the same situation.





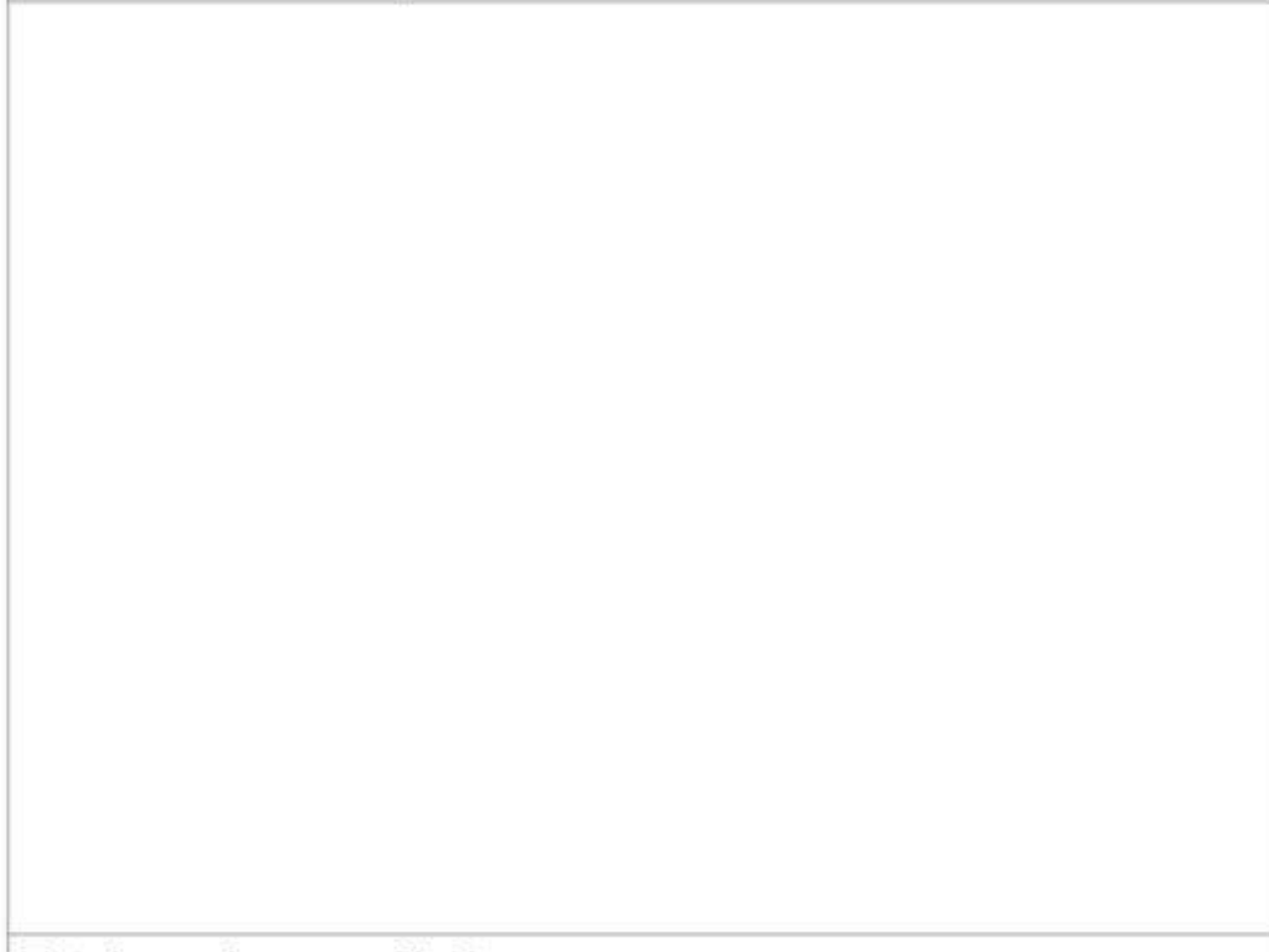
Activity

Step 1)

On a piece of paper, **write down** as many **feeling** as you can recall over the past **24 hours**

(don't worry, it is confidential. No one will see it)

In the space below write down as many feelings you can recall feeling over the last 24hrs

A large, empty rectangular box with a thin black border, intended for the user to write down their feelings from the last 24 hours.

Step 2)

Now, **add up** the total number of feelings recorded

In the space below write down as many feelings you can recall feeling over the last 24hrs

Total number recalled:

Step 3)

Now, count

→ How many positive?

→ How many negative?

In the space below write down as many feelings you can recall feeling over the last 24hrs

Total number recalled:

Total number positive:

Total number negative:

Effects of Negative Emotions

- Narrow our thinking
- Limit our interpretation of events
- Reduce linear conscious processing
- Cause reactionary behaviour (fight or flight)
- Shrink from opportunities
- More lasting effects
- Reduce performance

Effects of Positive Emotions

- More rational creative problem solving and new ideas
- More willing to do difficult things and develop new solutions
- Cause engagement behaviour (interest and input)
- Take more risks
- Cause us to think more deeply about issues
- See more options
- Increase dopamine levels that are important for interest and learning

— #GrowthMindset

Leadership

THE **3** TRAITS OF
GREAT
LEADERS



Who inspires and motivates you?

Why does this leader inspire and motivate you?

How can you also inspire and motivate those around you?

Characteristics of emotionally intelligent leaders

Self-Awareness

Clarity on strengths and weaknesses

- **Focus on the strengths** one possesses
- Hire individuals who perform well in areas where the leader lacks astuteness

Compassion

Build an organization that **cares about their employees** and anyone who conducts business with them.

Everyone is treated with consideration.

Respect

Respect is not just about others;

Leader practices self-respect.

How a leader treats themselves matters, because it is **reflected back** in the people he or she manages.

Lead With Heart

Leaders who have passion show their emotions and vulnerability, and they **connect with many employees** on an emotional level, too.

(Many people are analytical, cold and calculating - this brings distance & disconnection)

Confidence

People look to the leader for cues on how to **respond to the circumstances** and if a leader is confident while taking care of issues, it will help keep the team feeling the same.

Authenticity

Understand your **own values** and be consistent in applying them.

(Please) have the courage to **hold true to them**, without losing sight of reality.

Creativity

A leader who confidently **promotes diverse creative thinking**, will arrive by taking quantum leaps that **create innovations.**

Important to know!!

from Coach Micha :)

Use the

21
/ 90

Rule:

It takes 21 days to create a habit
It takes 90 days to create a lifestyle.

Authenticity

“Authenticity is about imperfection.”

And authenticity is a very human quality.

To be authentic is to **be at peace** with your imperfections. The great leaders are not the strongest; they are ones who are honest about their weaknesses.

The great leaders are not the smartest; they are the ones who admit how much they don't know. The great leaders can't do everything; they are the ones who **look to others to help them.**

Great leaders don't see themselves as great; they see themselves as humans”

- Simon Sinek



An Emotionally Intelligent Attitude

Goalcast



6min
watch now



If you wanna **change** the world,
start off by **making** your bed.

“Emotional Intelligence is
about **choices & action** !!!

If you don't commit and take
action - you will never have
results. And remember, little wins
are wins! Let's win”

- Paula Mills



Little note:

Though you may not notice an immediate change to your bottom line, **controlling your emotions** and working to better empathize with others will ultimately guide your **business efforts & personal relationships** in the right direction.



Applied Emotional Intelligence - self-monitoring

THE EVOLUTION OF SELF-AWARENESS

A close-up photograph of a person, likely from a tribe in Papua New Guinea, wearing a headdress with feathers and having yellow face paint. The person's face is the central focus, with a wooden stick protruding from their mouth. The background is dark and out of focus, showing another person with similar yellow face paint.

Despite what you may be thinking, this is not just a phenomenon in the Philippines where “looks are everything.”

This comparison to an ideal standard is just as likely to occur in Papua New Guinea – where a tribe-member may strive to become the ideal hunter he wishes he was.

But why do we have this constant judgment of ourselves?

The answer lies in our evolution.

Millions of years ago, humans were remarkably vulnerable creatures.

We were less than 5 feet tall, we were weak, and we didn't have claws, talons, or even sharp teeth.

The only way we survived was by working together in a tribe.

Therefore, our inclusion in the tribe was the difference between life and death. And to ensure we did not get banished, we needed to prove to the others that we were indispensable.



Would we let ourselves down less if we saw our reflection in the mirror?

If we were tempted to break the promises we made to ourselves, could our reflection possibly keep us in check?

To answer this question, researchers invited two groups of dieters into a room to rate different types candy bars.

They were each allowed to eat as much of the candy as they would like to secure a “definite rating.”



In reality, the candy-ratings were irrelevant.

The researchers were really testing how much candy each participant ate. This is a classic test of willpower, as the dieter has clear justification for continuing to eat – it's in the name of science!

The first group ate their candy in a room without any mirrors, and acted as expected – taking the day off from their diets, and indulging in the treats.

However, the second group was placed at a table directly in front of a mirror. So they could not help but see themselves eat the candy.



This group not only ate less candy, but also reported less difficulty in resisting the temptation to binge.

By seeing their reflection, they tapped into the desire to be the best version of themselves – which made it easier to resist the temptations in front of them.

SELF-AWARENESS → SELF-IMPROVEMENT

So what does this mean?



Should you start carrying
a mirror around to look at
your reflection any time you
face a challenge to your
willpower?

Maybe.

However, the key finding in the study wasn't, "mirrors magically boost your self-control."

Instead, the takeaway was simply **being aware of the person you are, helps you see the person you want to become.** And seeing who you want to be can make it easier for you to make the decisions to become that person.

To boost your own self-awareness, research shows that you do not have to bring a full body mirror with you at all times.

You simply need to increase your self-monitoring.

By tracking your spending, you are less likely to spend impulsively.

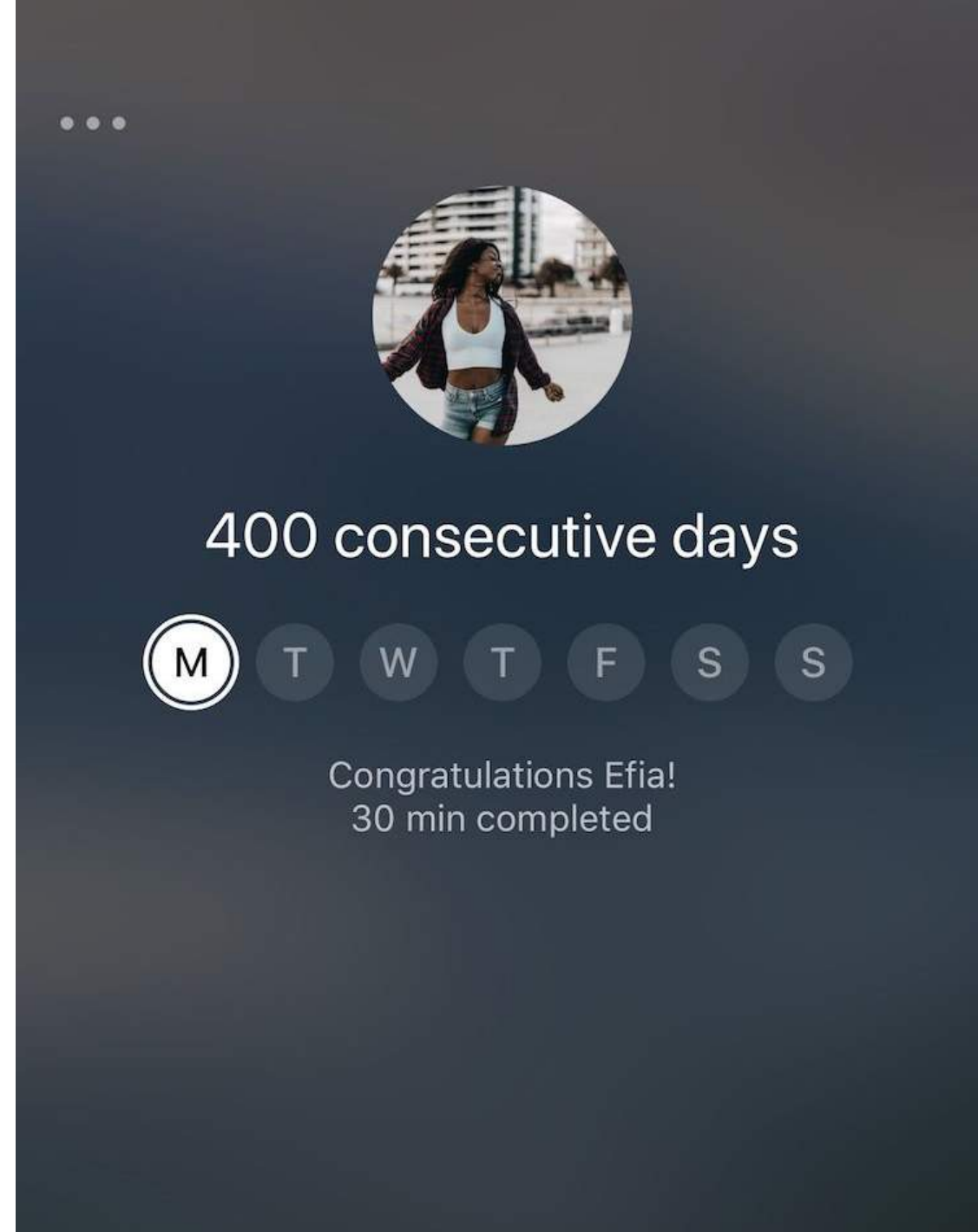
By writing down the food that you eat, you are less likely to indulge.

By monitoring yourself, you are constantly reminded of the best version of yourself.

This triggers an area of your brain that is responsible for inspiration, motivation and sticking to long-term goals.

... so you can change the world!

SELF-MONITORING TOOLS



TRACKING YOUR FOOD



MyFitnessPal 4+

Calorie Counter & Diet Tracker
Under Armour, Inc.

#6 in Health & Fitness

★★★★★ 4.7, 1M Ratings

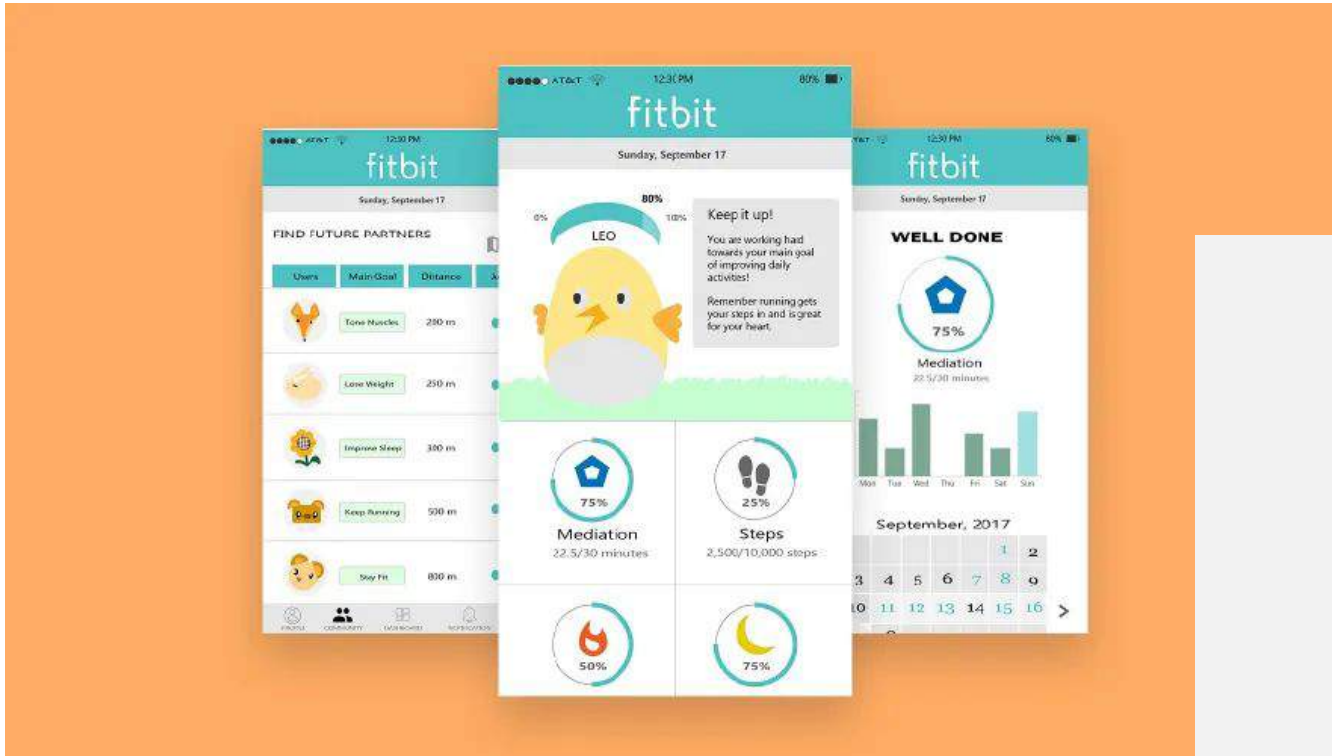
Free · Offers In-App Purchases



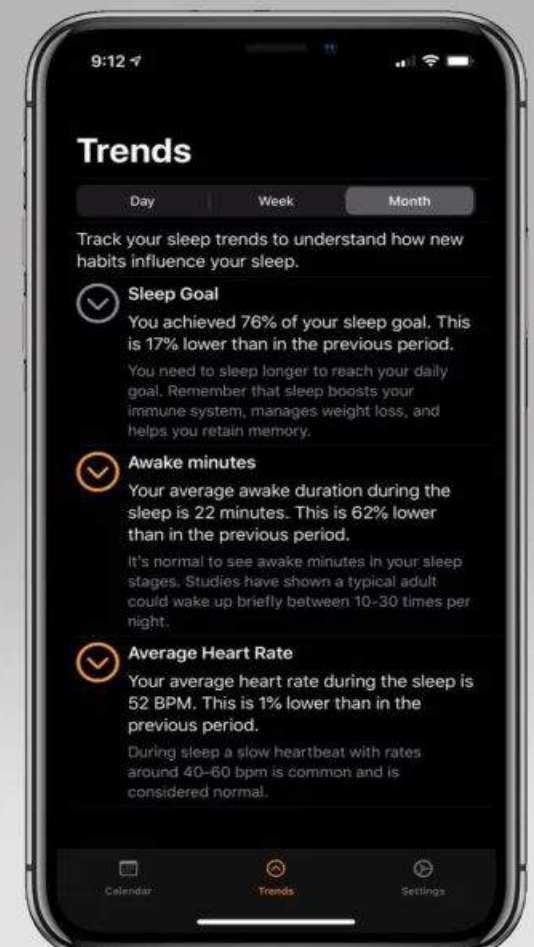
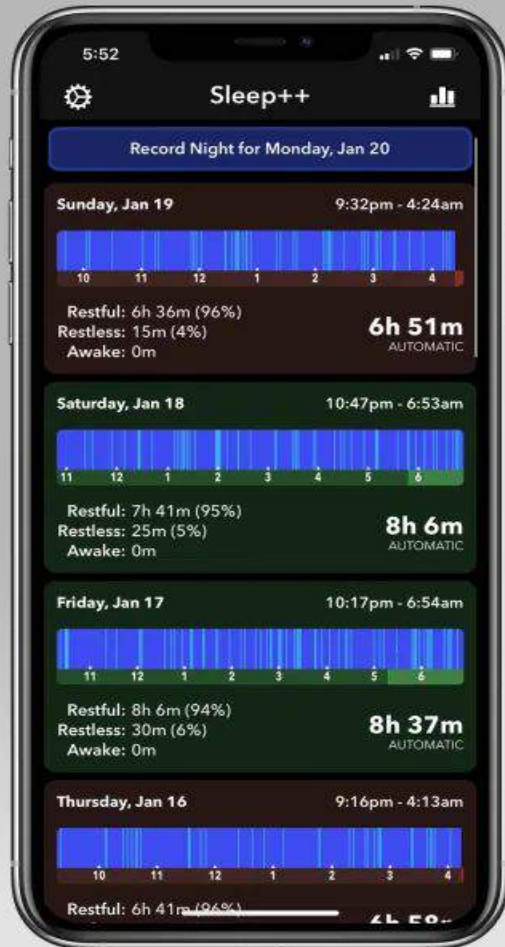
TRACKING YOUR EXPENSES



TRACKING YOUR EXERCISE



TRACKING YOUR SLEEP



TRACKING YOUR PRODUCTIVITY

Finally, you can now monitor how much time you are spending productively.





**What app/tech do you use to track
your performance?**

“Take Action!
An inch a moment
will bring you **closer**
to your goals than a
mile of intention”

- Steve Maraboli



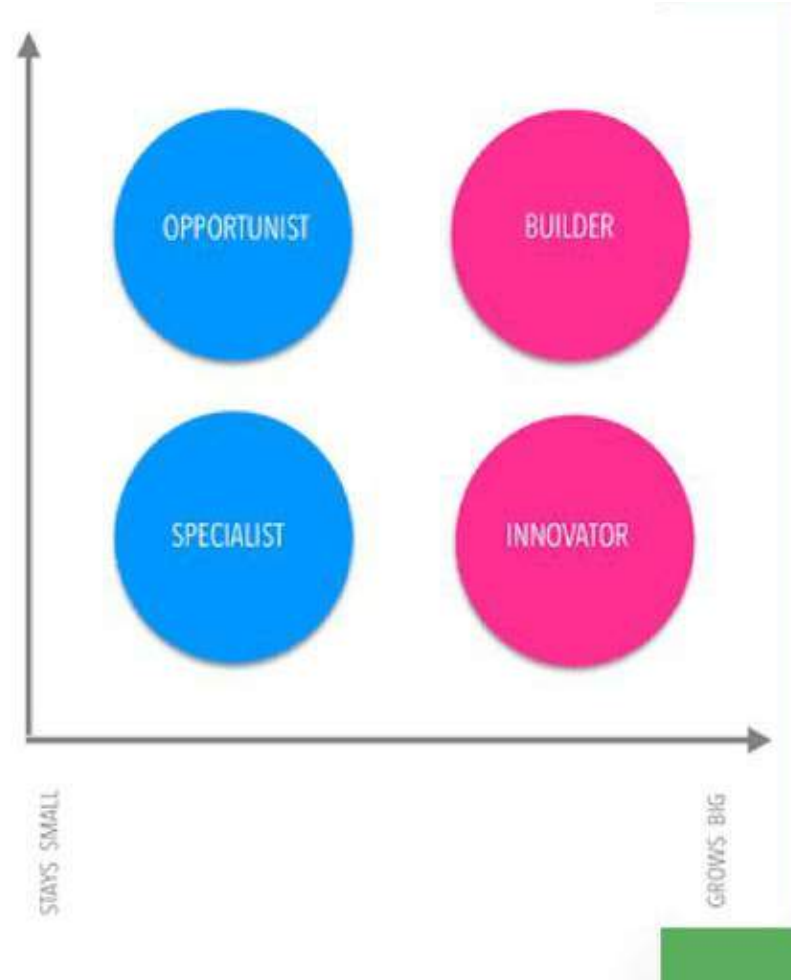


Activity



'TRADITIONAL'
AMBITIOUSNESS

CONTENTMENT/
PASSION DRIVEN



<https://bosidna.com/>





**Why did we combine Emotional
Intelligence with Social
Entrepreneurship?**

Welcome to Part 2



“Every entrepreneur
has the mission to

change and create

impact.”



According to Forbes there are

2,095 billionaires worldwide.

In the
meanwhile;
every tenth
person in the
world lives on
less than \$1.90
per day.



Covid-19



It is estimated that covid could **push half a billion people into poverty** and take **global development progress back three decades.**

& this year...





Weather

Today: Sunny
High 56 Low 34
Tomorrow: Mostly Sunny
High 36 Low 32
Details, Page B10

M2



UN News

FINAL

Inside: Food, Classified
Today's Contents on Page A2

56.00\$

Price May Vary In Areas Outside Metropolitan
Washington (See Box on A2)

“The predicted **increase of suicides is 25%** each year for the next five years,” - Professor Ian Hickie, co-director of the Brain and Mind Centre at The University of Sydney, said.”



“Current estimates show that **70 million people could be pushed into extreme poverty in 2020** (and) these estimates are likely to rise further, with the reopening of advanced economies the primary determinant”

- World Bank Group President, David Malpass.



THE WORLD BANK

“**The pandemic has pushed the world into the deepest global recession in living memory which will have lasting effects on economies and public finances.**”

- United Nations



“**The COVID-19 pandemic has created the largest disruption of education systems in history, affecting nearly 1.6 billion learners in more than 190 countries and all continents. Closures of schools and other learning spaces have impacted 94% of the world’s student population**”

- United Nations



“**A lot of young people are going to be left behind**” As the “**lost generation faces permanent exclusion from labour markets**”

- United Nations

“**It can be expected that around 75% of the used masks, as well as other pandemic-related waste, will end up in landfills, or floating in the seas**”

- United Nations

Domestic violence increased by 20% during the lockdown, as many people are trapped at home with their abuser. - BBC



NEWS



ACADEMY OF ENTREPRENEURS®

~~Don't wait for change.~~

Create it!

How to start?

THINK BIG

start small

A close-up photograph of Prof Muhammad Yunus, an elderly man with grey hair, wearing a light-colored traditional garment. He is speaking and gesturing with his right hand, pointing upwards. The background is dark and out of focus.

start small

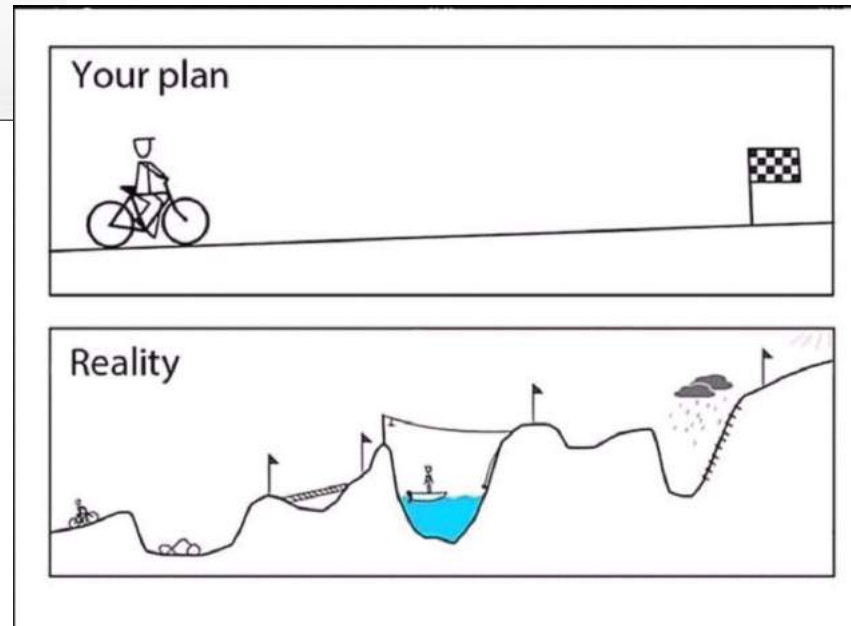
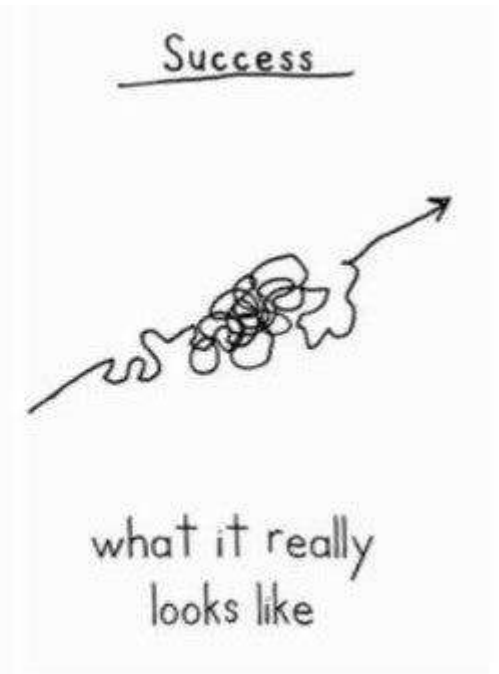
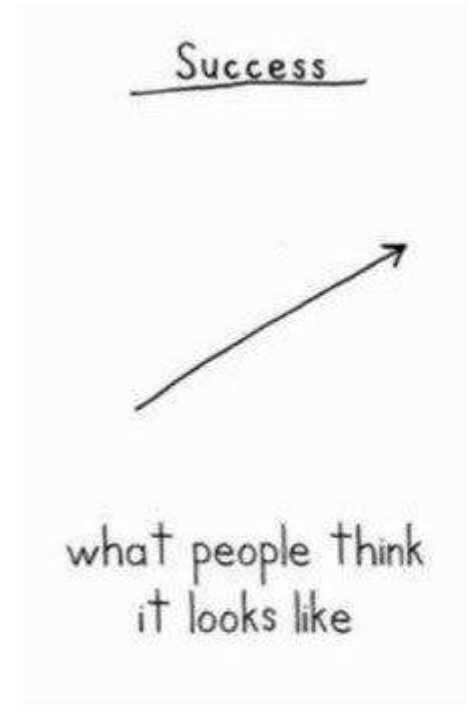
Nobel Peace Prize Winner

Prof Muhammad Yunus

Why?

start small

A Day In The Life As An Entrepreneur



A close-up portrait of Muhammad Yunus, an elderly man with grey hair, wearing a light-colored, buttoned-up shirt. He is looking slightly to the left of the frame with a thoughtful expression. His right hand is raised, with fingers slightly curled, as if gesturing during a speech. The background is dark and out of focus.

Winner of the Nobel Peace Prize 2006,
founded **Grameen Bank** with \$27
in 1983 to provide **micro-loans to
the poor entrepreneur women**
in Bangladesh.

It is estimated that he has
extended credit to **more than
seven million of the world's poor.**

3 >> 30 >> 300 > 300,000,000



Traits of a Successful Social Entrepreneur

A top-down view of a group of people's hands stacked in a circle, symbolizing teamwork. Many of the hands are wearing blue wristbands with the word "EMFASIS" printed on them. The background is dark, and the lighting is focused on the hands.

Work in a Team:

As a leader it's important to inspire action on people.

Never feel above anyone else.

We need each other to make a change.

The background features a dense, intricate web of black lines on a white background, resembling a network or a complex diagram. In the lower right foreground, the silhouettes of several people are visible, some sitting on the floor and others standing, suggesting a collaborative or workshop environment.

Engage your network:

You don't have to know how to do everything, you just need to know the right people to do it.

Creating a network is essential to become a changemaker.

Connect with the community:

If you want to change something, you need to connect with it.

Get to know the people, the environment, the other organizations already addressing this matter.



Be a great communicator:

Always speak positively, showing what to think and expect.



How businesses work?



Charity
operating a
related business

Non-for-profit
corporation
with social
purpose

Business
corporation
with social
purpose

Business
corporation
donating to
charity



Charity

Enterprising
non-profit
organisation

Co-op
corporation
with social
purpose

Socially
responsible
business
corporation

Commercial
corporation

Source: Adapted from Spectrum of Organizations: From Charities to Traditional Businesses, Mobilizing Private Capital for Public Good, Canadian Task Force on Social Finance (2010).

**Very Good
Business Idea = Problem +
Solution +
Insight.**

Problem

What is the **pain point**
— you've identified that
needs to be solved?

Solution


What is that **unique**
proposed business that
will **solve** the problem?



**2 Common Mistakes
Social Entrepreneurs
Make When Starting
And Growing Their
Business**

The background of the image consists of a repeating pattern of diagonal stripes in yellow and black, creating a chevron-like effect. The stripes are oriented from the top-left to the bottom-right.

Do, Do, Do



They don't measure

and communicate

their impact



2 Final Questions

for You!!

What is one challenge currently in the world, that you feel that it is **your responsibility** to fix?



And most importantly,
how will you **measure the**
impact?



Super

THANK YOU.

Your feedback matters to us :)

The image shows a person's hand pointing at a feedback kiosk. The kiosk screen displays a rating scale with a green smiley face selected. Below the scale, the text reads "Together we can improve our workplace" and "Your logo here". The kiosk is mounted on a wall and has the "celpax" logo at the top.

https://docs.google.com/forms/d/e/1FAIpQLSfC6nPD01bi4XXHk8kEuyjveX5wl_GOqMLIXFQfVNZECKLRxA/viewform



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Here to teach you how to #BossYourFuture
Founder of Academy of Entrepreneurs
s 1st accredited incubator
2x Business of the Year Winner
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1,838 posts 8,138 followers 2,066 following

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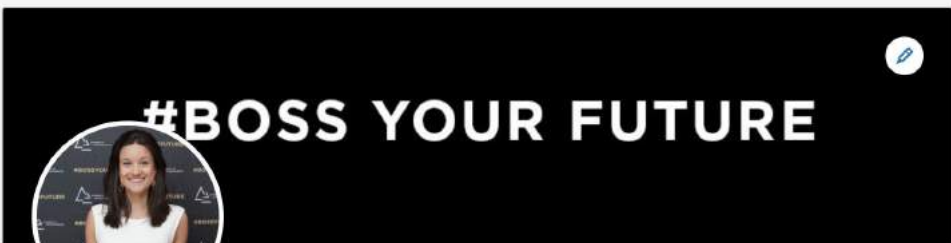
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UX/UI Designers On Demand - Hire top UX/UI designers on a contract basis within days,

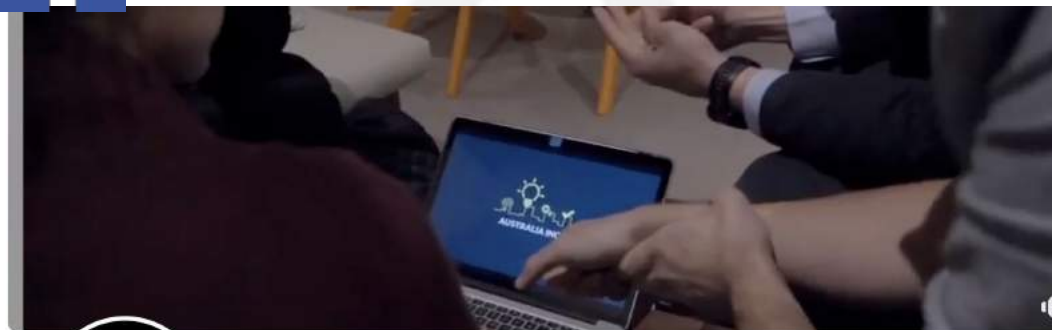


PAULA MILLS

Edu-entrepreneur and CEO of Academy of Entrepreneurs
Pyrmont, New South Wales, Australia · 500+ connections · Contact info

Add profile section More...

Academy of Entrepreneurs
HubSpot Academy



Academy of Entrepreneurs

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aestudy.com



BOSS YOUR FUTURE



Recommended Readings :)





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mind cafe

SUBMISSIONS

HALL OF FAME

OUR PURPOSE

PRINT MAGAZINE

4 Habits That Can Quickly Put You in a Good Mood

How to improve your mood...fast



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