An illustration of a man in a black suit and white shirt, seen from the side, watering a small tree. The tree is green with several blue banknotes (resembling US dollars) attached to its branches. To the left, there is a red pot with a green plant and more banknotes. In the background, there is a large, light blue thought bubble containing the text 'Wake up for your dreams'. The overall background is a gradient of blue.

Wake up for your dreams

From Idea to Wealth Business Plan

Naser Valipour Motlagh

University of Birjand

Innovation and Accelerating Center

Imagine you have 1 million dollars. What do you plan to do with your money?

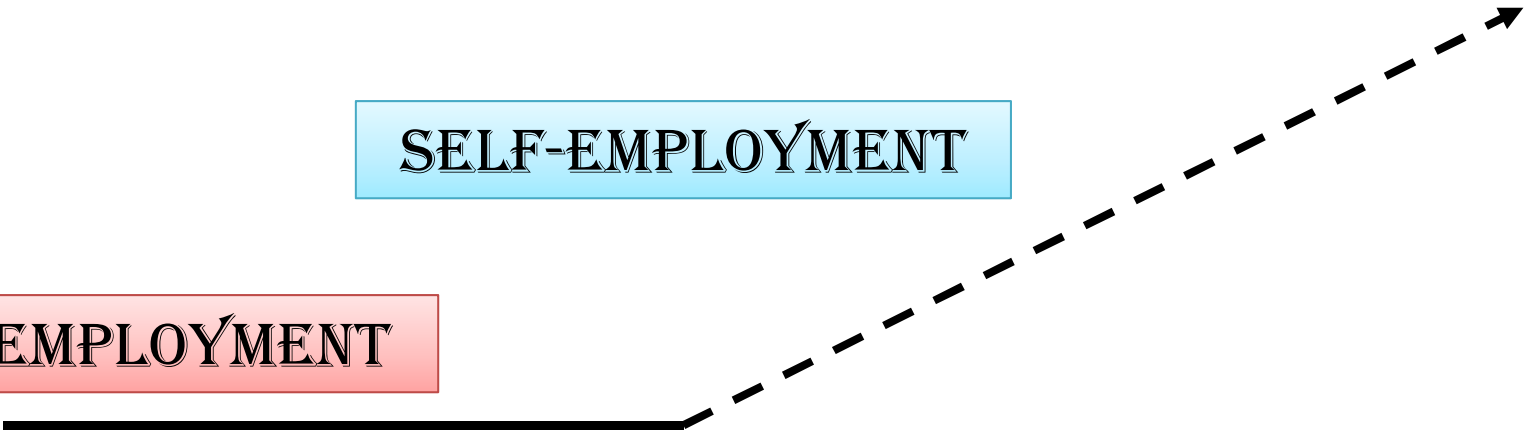




EMPLOYMENT

SELF-EMPLOYMENT

ENTREPRENEURSHIP





Entrepreneurs grow fast!!!



ENTREPRENEURSHIP

creating something new with value by devoting necessary time and effort, assuming the accompanying financial, psychic and social risks and receiving the resulting rewards of monetary and personal satisfaction of independence.

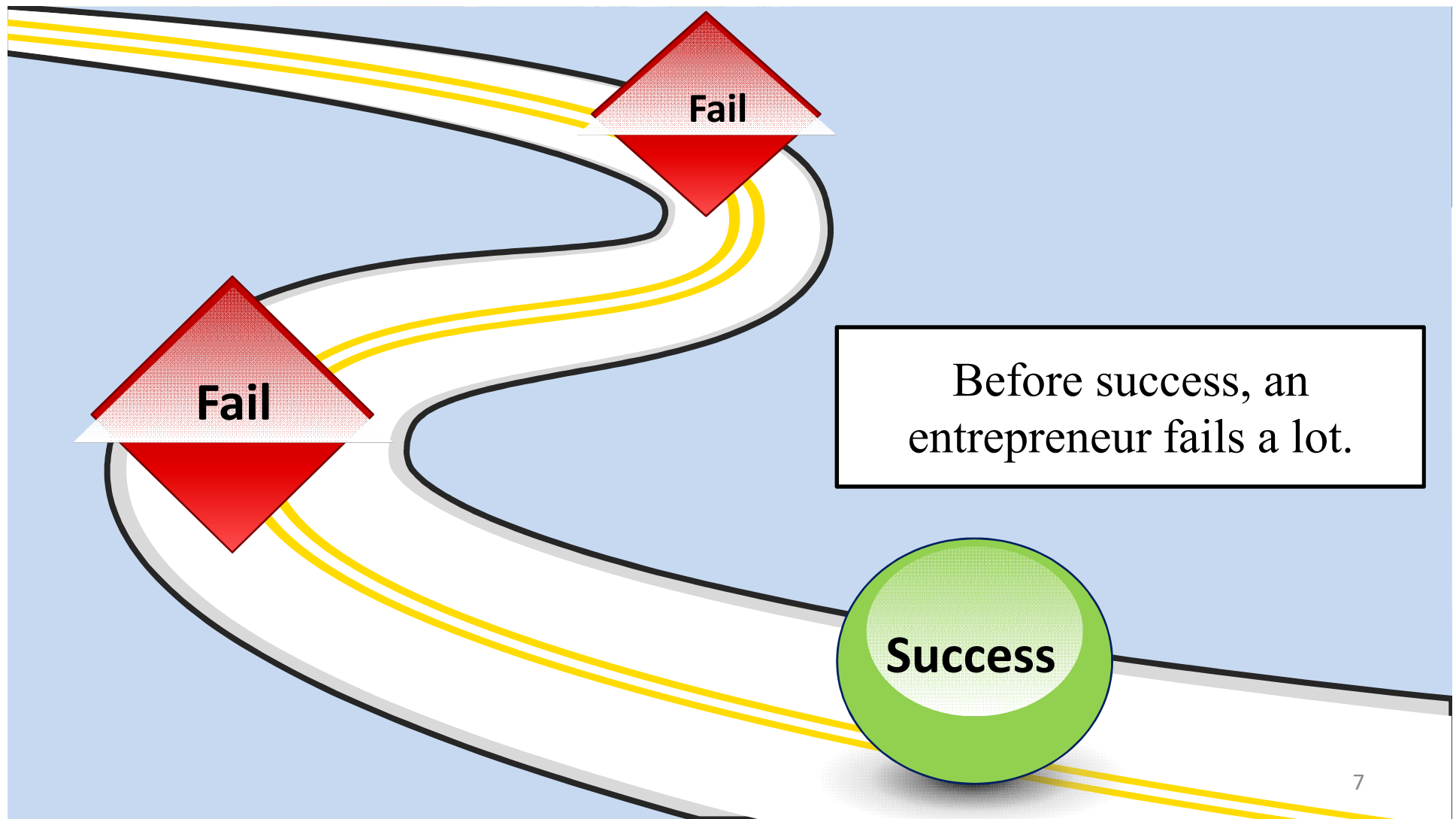
Robert D. Hisrich





AN ENTREPRENEUR THINKING



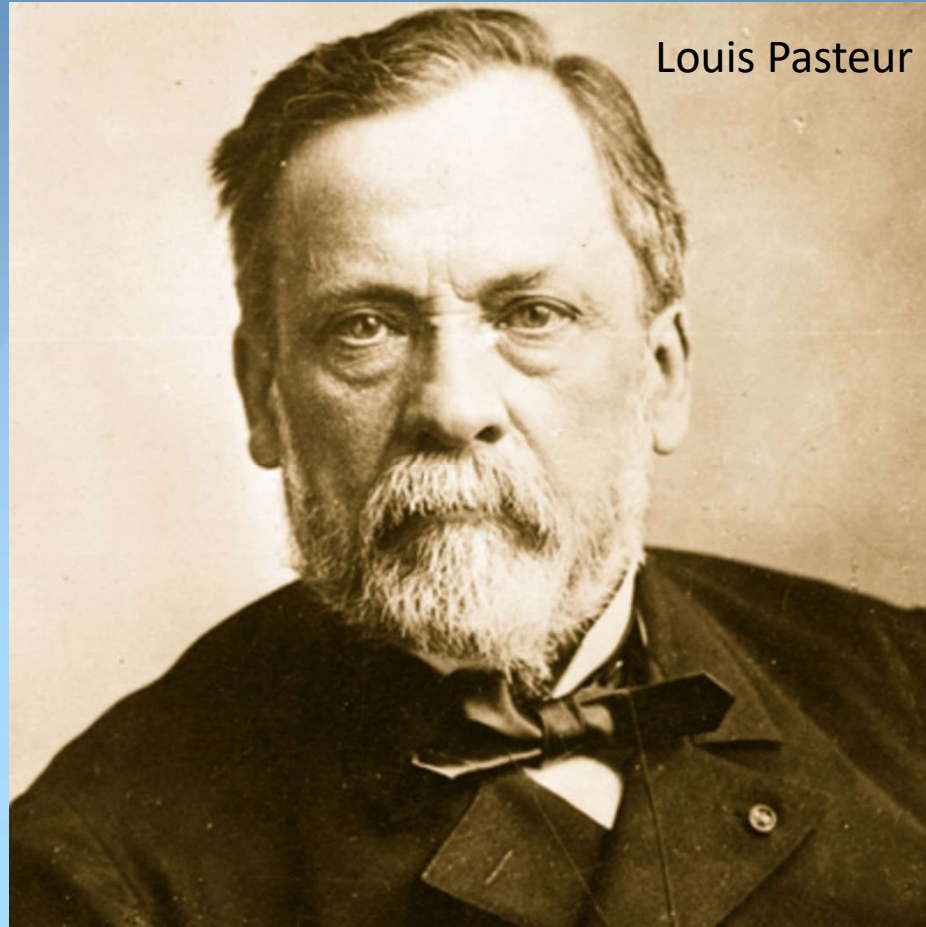
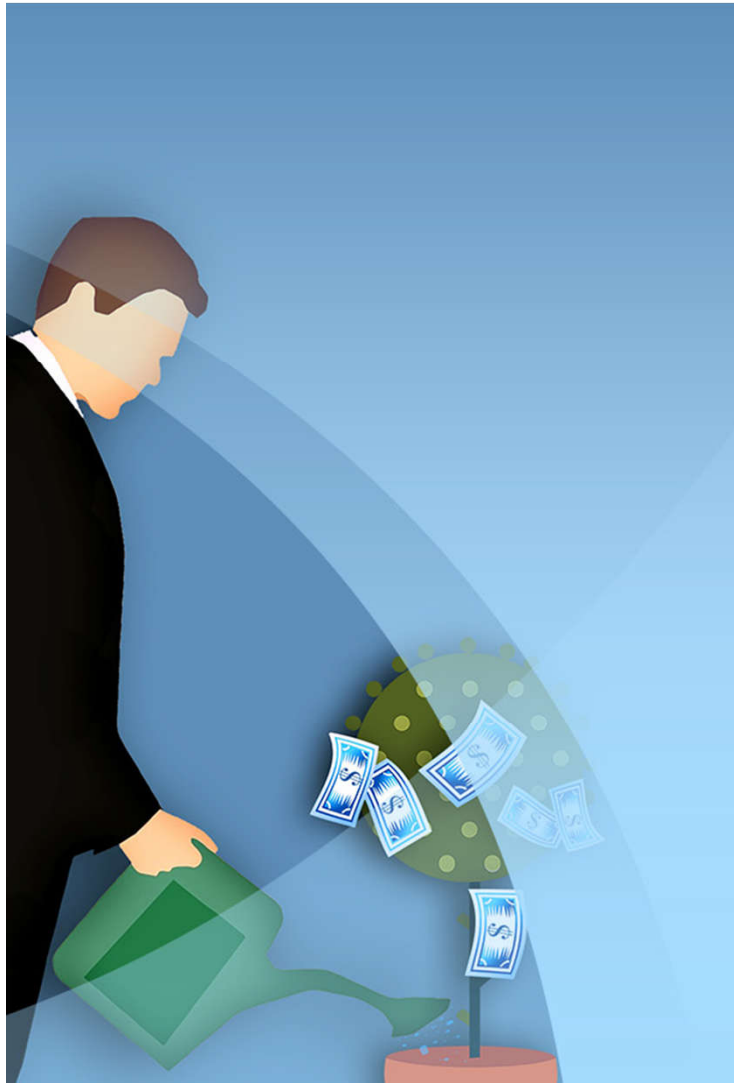


Fail

Fail

Before success, an entrepreneur fails a lot.

Success





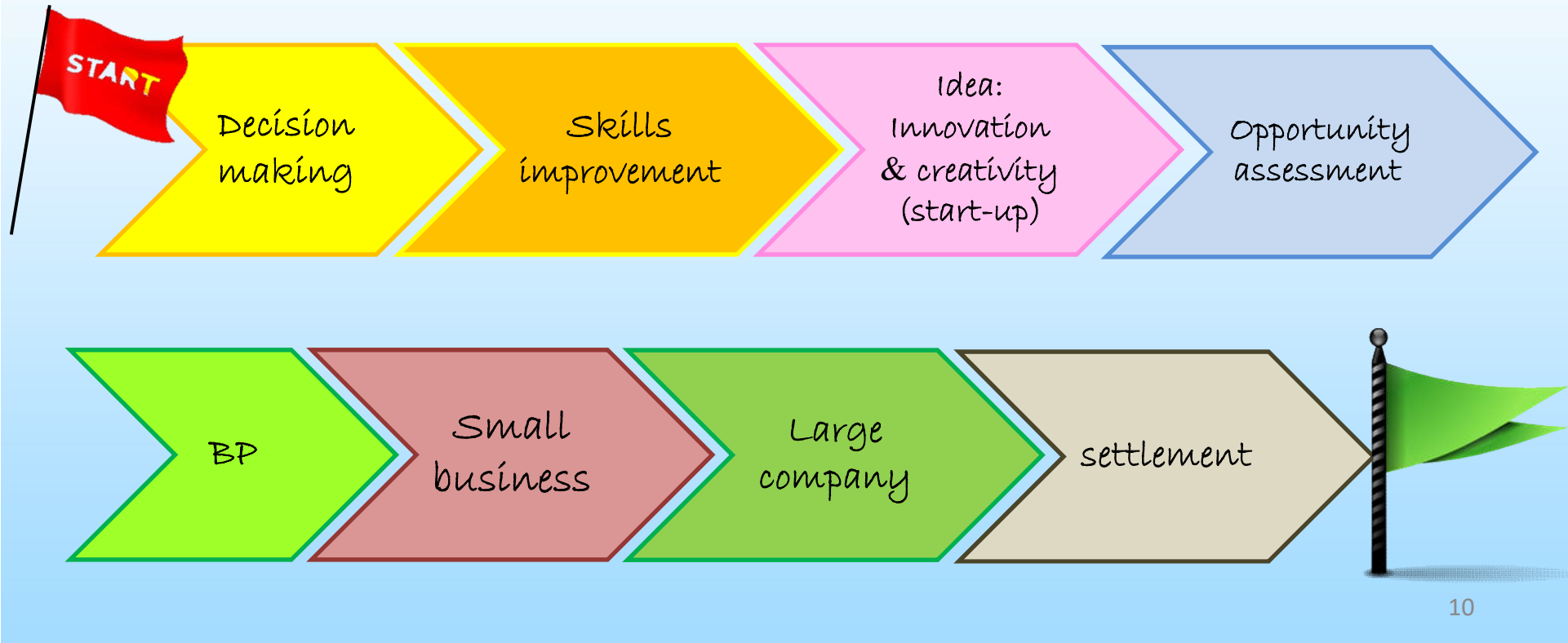
RESOURCES

An entrepreneur combines natural, human and capital resources in a way to promote their value.





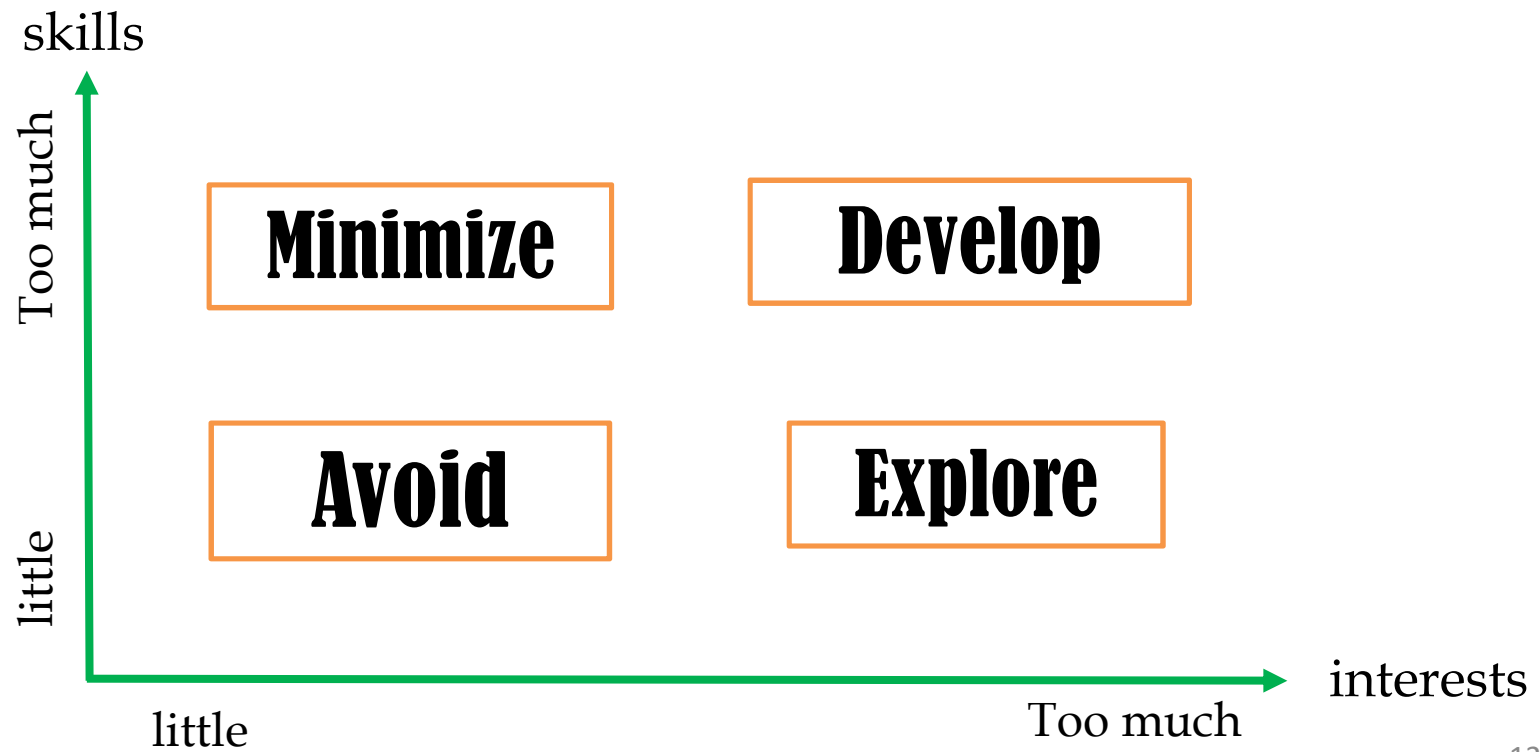
Steps to establish a business



1. DECISION MAKING

WHY ARE PEOPLE DISSATISFIED WITH THEIR JOBS?







Effective executives do not make a great many decisions. They concentrate on what is important.



They know that the most time-consuming step in the process is not making the decision but putting it into effect.¹³

Why is decision-making difficult for some people?

1. *Fear of consequences*
2. *Hard-work*
3. *A fixed thinking strategy*





7 Steps of the

DECISION MAKING PROCESS

Step 1: Identify the decision

Make sure your description is:

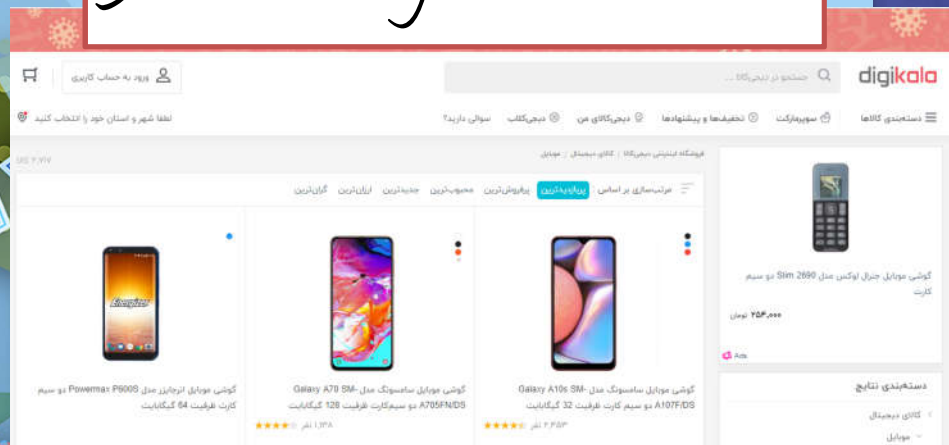
- 1. specific*
- 2. easy to understand*
- 3. brief and clear*



Step 2: Gather relevant information

Some useful methods:

- 1. Surveys*
- 2. Interviews/conversations*
- 3. observing*



Step 4: Weigh the evidence

Analyze each option. One method is Edward de Bono method

SIX THINKING HATS + ONE

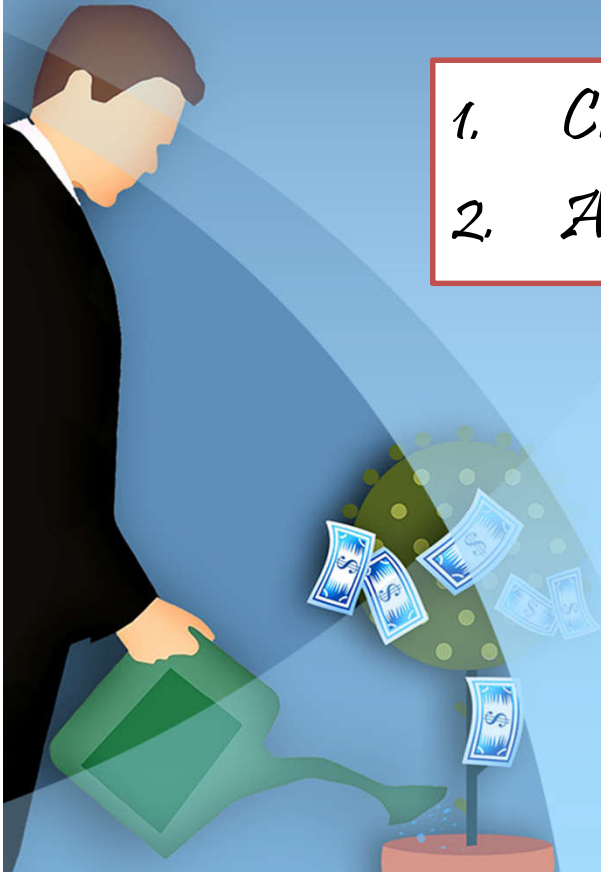


Step 5: Choose among alternatives



Step 6: Take action

1. *Create a plan*
2. *Ask yourself to wait or move fast*



wiki How to Buy a Cell Phone

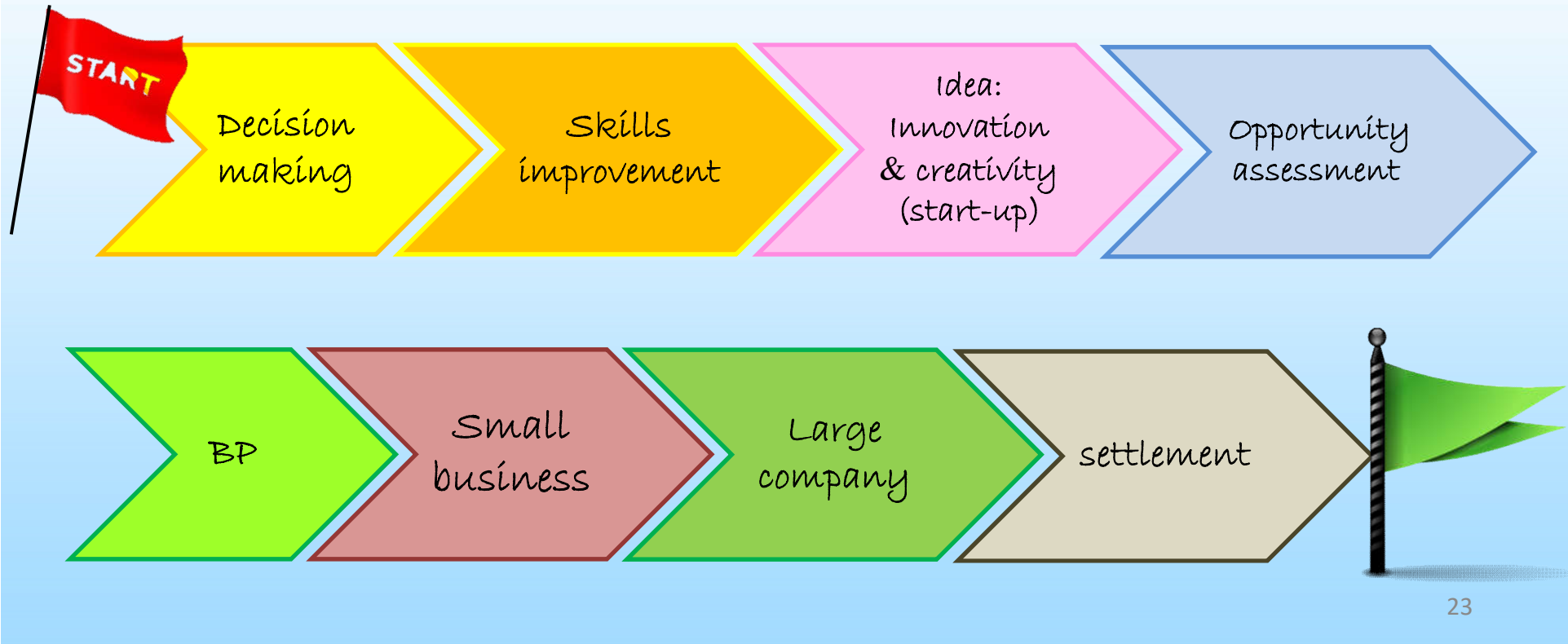
Step 7: Review your decision & its consequences

*Don't skip!
Evaluate your decision accuracy.*





Steps to establish a business



2. SKILLS IMPROVEMENT



Hard Skills

Teachable abilities or skill sets that are easy to quantify.

vs.

Soft Skills

Also known as "people skills" or "interpersonal skills."

你好吗?

Proficiency in a foreign language



A degree or certificate



Typing speed



Machine operation



Computer programming



Communication



Flexibility



Leadership

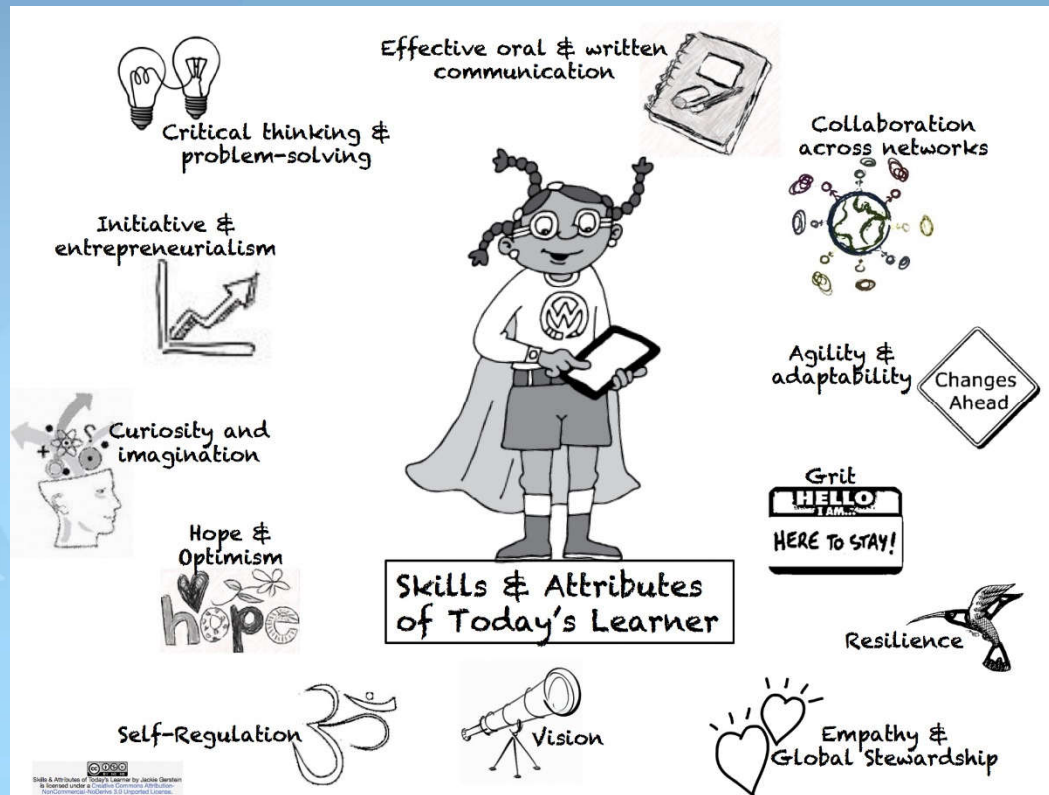


Teamwork



Time Management

First, conduct a self-assessment



Second, evaluate skills needed in business.



Third, decide what skill you will develop

Rate the importance of each skill you identified

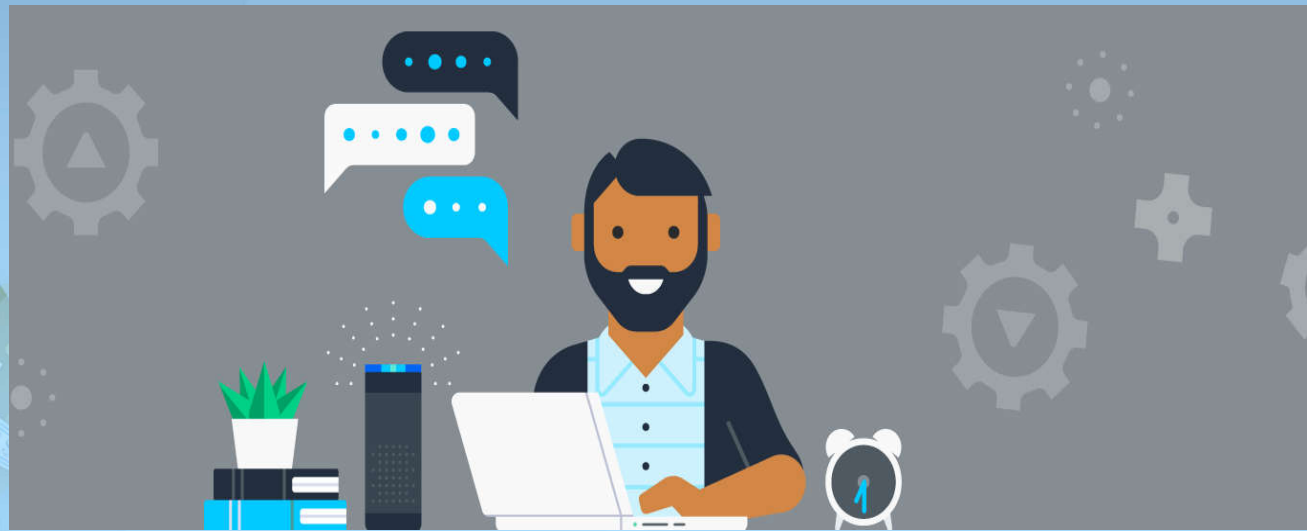
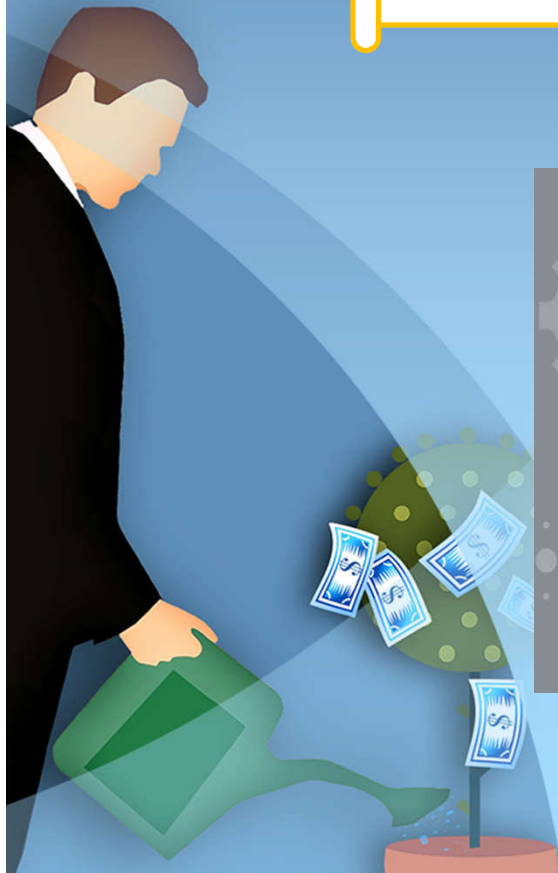
| Skill Name | Skill Importance (1 - 5) |
|-------------------------------|---------------------------------|
| <i>Data analysis</i> | 3 |
| <i>Emotional intelligence</i> | 5 |
| <i>Creativity</i> | 2 |
| <i>Writing</i> | 1 |
| <i>Digital literacy</i> | 4 |
| <i>Leadership</i> | 5 |
| <i>HTML</i> | 2 |
| <i>Communication</i> | 4 |
| <i>Video production</i> | 3 |
| <i>SQL</i> | 1 |

An illustration on the left side of the slide shows a man in a black suit and white shirt watering a small green plant in a brown pot. He is holding a green watering can. Several blue dollar bills are shown floating around the plant, suggesting that learning and practice lead to financial success.

Fourth, practice and learn the new skill

1. *Find Your Learning Style*
2. *Learn by Doing*
3. *Study the Greats, and Then Practice*
4. *Teach What You Learn*
5. *Spend More Time Practicing Things You Find Difficult*
6. *Take Frequent Breaks*
7. *Test Yourself*

Fifth, use the new skill



3. IDEA



IDEA



OPPORTUNITY



Creativity.



Innovation.

Our expertise.

Our expertise



*Why Creativity Matters
Most for Entrepreneurs?*



- *Entrepreneurs need creativity to succeed in the business world.*
- *Surprisingly, creativity needs a small amount of structure to be productive.*
- *Creativity can be learned and should not be overlooked.*

Exp.: Gatorade drinks



What is the role of creativity in business?



- *High overall success*
- *Increase productivity*
- *Exploit employee potential*
- *Transcend boundaries*
- *Encourage critical thinking*
- *Foster innovation*

How can entrepreneurs improve creativity?

9 SIMPLE WAYS TO DRAMATICALLY BOOST YOUR CREATIVITY



1. COLLABORATE & LEARN FROM OTHERS



2. DO SOMETHING YOU ENJOY



3. FIND INSPIRATION FROM OTHER INDUSTRIES



6. CHANGE YOUR MOOD



5. TAKE A WALK



4. REST & RELAX



7. USE THE SIX THINKING HATS TECHNIQUE




8. ASK FOR ADVICE OR FEEDBACK



9. THINK ABOUT A TRULY TERRIBLE IDEA



PRESENTED BY:

 WordStream

Creativity is a bigger predictor of success in life than intelligence.



creativity
is the highest form of
intelligence