



Mindset & Wellbeing

AEC Congress 2021

WG3

“The competitive advantages the marketplace demands is someone more **human, connected, and mature.** Someone with **passion and energy,** capable of **seeing things as they are** and negotiating **multiple priorities** as she makes useful decisions without angst. **Flexible** in the face of change, **resilient** in the face of confusion. All of these attributes are **choices,** not talents, and all of them are available to you.”

– *Seth Godin, Author & Entrepreneur*



According to an [2014 EU Report on Entrepreneurial Skills](#)

People with an Entrepreneurial Mindset have:



Passion - Purpose and Curiosity



Positivity - productive ways of thinking



Proactivity - Goal Setting



Perseverance - resilience and **growth mindset**

How to Develop an entrepreneurial Mindset among staff and students

STAFF

- Performance Management Sessions
- Staff Training Opportunities
- Effective Leadership
- Coaching/Mentoring

STUDENTS

- Effective Goal Setting
- Regular Check - ins on the 'why'
- Exploring values and their alignment of these in relation to the students musical output.
- Skills Transferability
- Self-Awareness
- Emotional Intelligence

To Conclude:

Working life and professional self-fulfillment require constant **mental fitness, flexibility, and the ability to cope with several projects in parallel** while **working with different people**.

In order to cope with all this, a person should **get along well with themselves, be able to consciously analyze themselves, and understand the impact of their behavior on others**.

However, this kind of understanding does not only come from a rational standpoint, but also includes a **holistic approach** to the person, where **both inner well-being and knowledge & skills** that help to achieve better results **are important**.

A **better level of self-management – self-motivation, quick decision-making, coping with stress, not neglecting self-care – ensures better performance and greater satisfaction**.

Current practices in education settings - challenges

- Currently organised in specific units/modules/courses, separated from the main “body” of the study programs.
- This disruption creates the false perception that entrepreneurial identity is separated from the holistic identity of the artist.
- This leads to frustration and potentially disordered thinking around entrepreneurship.
- Students feel they need to fit into some kind of role (take on specific entrepreneurial “mask”, language, behaviour, presentation etc).

REFLECTIONS

Traditional entrepreneurship education in arts universities is aimed at noticing the needs of the market or customer, and approaching these with creative product marketing in the most effective way (e.g. Gibb, 1993),

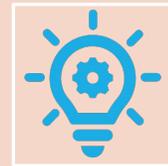
Are we trying to equip students in knowledge and skills, derived from the entrepreneurship domain to help them to “manage”, “get by” or “survive” in the market “out there”.

The focus is on helping individuals develop the skills to become **full-fledged entrepreneurs rather than presenting a universally applicable skill set.**

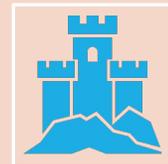
Going forward:



Rather the equipping students in skills and knowledge to achieve pre- supposed (existing, expected) goals....



....**We equip students into the mindset necessary to see the potential and be a change agency** (if I don't see the future or the place for me, I will make it for myself)



As Gandhi said: Be the change you want to see in the society (2.0)



Sample Exercises

MINDSET

1

2

3

- Personal SWOT analysis –
WHO AM I?

Strengths	Weaknesses
Opportunities	Threats

Questions

- WHO are you?
- WHAT do you do?
- WHERE do you do it?
- HOW do you do it?
- WHY do you do it?



Values Exercise

1

Determine Your Core Values from list (add more if you like)

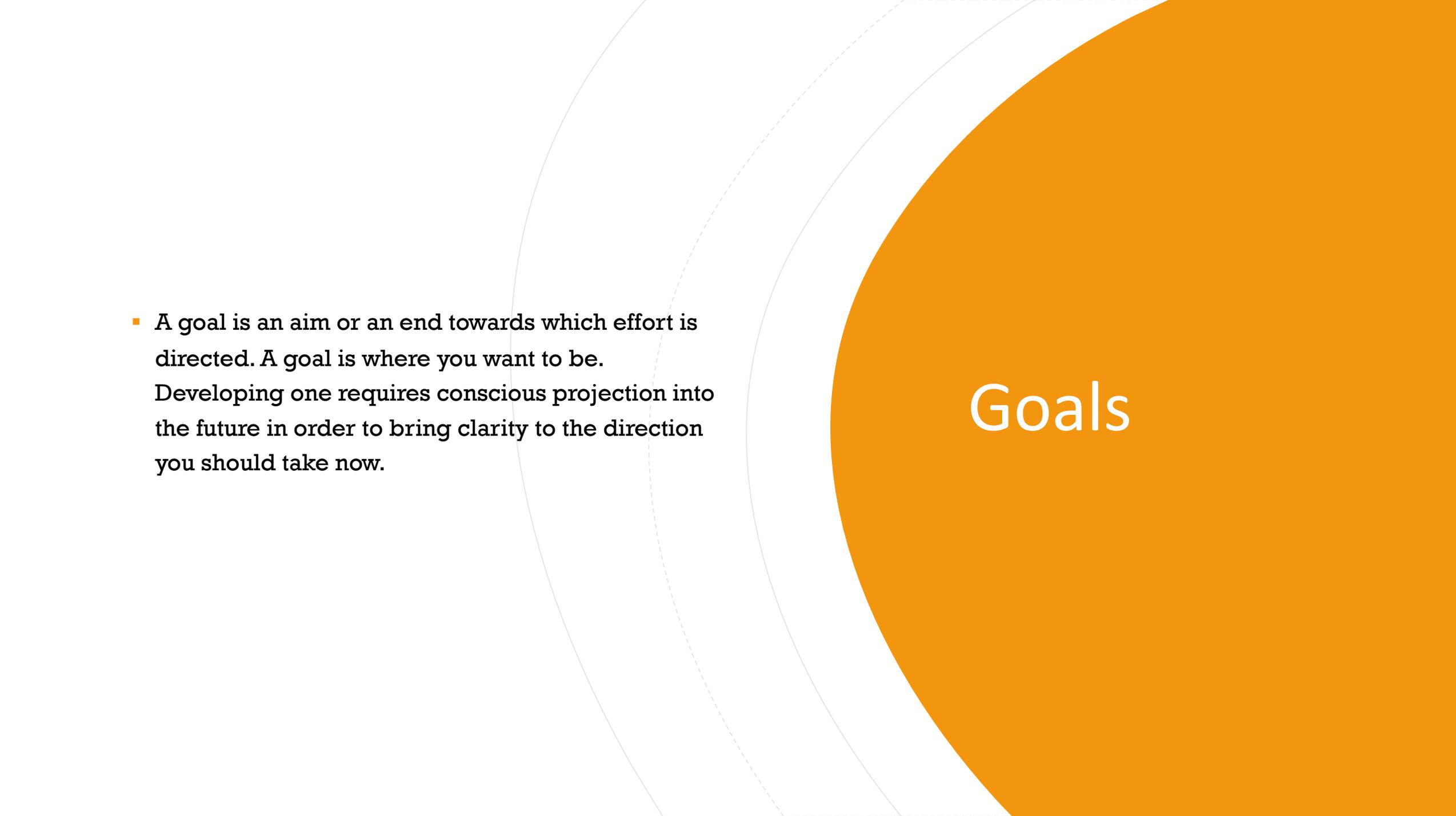
2

Group All Similar Values Together from the List of Values You Just Created
– 5 max

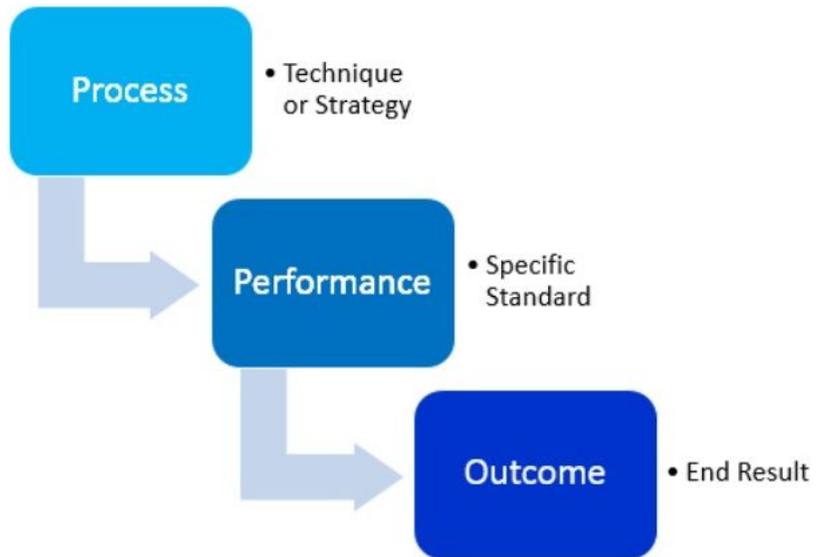
3

Choose One Word Within Each Group that Represents the Label for the Entire Group

- A goal is an aim or an end towards which effort is directed. A goal is where you want to be. Developing one requires conscious projection into the future in order to bring clarity to the direction you should take now.



Goals



Process, Performance and Outcome Goals



Creative Manifesto



I love...

I believe...

I am committed
to...



Who are you?

- What makes **YOU** special?
- What is your passion?
- How do you want to present yourself?



THE PERSONAL CANVAS

Name:

Year:

VALUES

My three most important values

3

PASSION

I feel in flow when I am

2

PROBLEMS THAT MATTER

The change I want to be part of making

6

INTERNAL PURPOSE

Why I do what I do

1

IMPACT

How people change as a result of what I give/do

4

VISION

What I hope for the world and my life in it

5

EXTERNAL PURPOSE

I am_ that_ (contribute) to_ (impact)

7

THIS YEAR'S GOALS

What I will accomplish to make progress

9

SUPPORTIVE MINDSET

The mindset that will support me to live the life I want to

8

Stay aligned with what's true to you

Version 2.0 by @bellafunck



• Thank you!

