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| **Title** | 2.1 Self-awareness and self-efficacy |
| **Keywords (meta tag)** | * **Self-Awareness** * **Self-Efficacy** * **Entrepreneurship** * **Business Management** * **SWOT** |
| **Language** | English |
| **Objectives / goals / learning outcomes** | |
| * Reflect on your aspirations and wants * Identify your strengths and weaknesses * Influence the courses of the events | |
| **Contents in brief** | |
| **2.1.A Reflect on your aspirations and wants**  Originally proposed by the Canadian psychologist Albert Bandura, the concept of Self-efficacy refers to:  “how well one can execute courses of action required to deal with prospective situations”.  Self-efficacy influences human behaviour in any aspect of social life (work, sentimental relationship, etc.).  Self-efficacy is highly relevant for established entrepreneurs (and especially for aspiring ones) because it nurtures their capacity to be effective and impactful within their operational/business environments.  A healthy self-efficacy mindset brings a boost-effect to entrepreneur’s competence to act with confidence, effectiveness and motivation.  A major theory on the field states that self-awareness is a state of mind that enables people to compare and assess their current standards with their internals (and personal) expectations.  Self-awareness triggers the design and “engineering” of a consistent response to a state of need – regardless of the context from where it comes from (family, business, etc.).  Self-efficacy and self-awareness are two major driving forces to clearly identify you needs and aspirations; plan structured paths to achieve them and nurture your motivations throughout the process.  **2.1.B Identify your strengths and weaknesses**  There is no such thing as an “handbook” for self-assessments. But one of the most recurrent instruments is the so-called personal SWOT (Strengths; Weakness; Opportunities; Threats) analysis.  While this tool is highly exploited to evaluate the competitiveness of a business in general on the basis of these four variables, some suggests its possible “re-cycling” even upon the individual and personal dimension.   * Strengths: what can you do at your best… * Weaknesses: what you lack in… * Opportunities: what drives you and what triggers your top-notch mind states… * Threats: what scares you and what prevents you to act…   In doing so, it will be much easier for you to understand how to capitalize on your strengths so to contain your fears, and to enable for yourself the most favourable conditions for your efficiency and efficacy.  **2.1.C Influence the courses of the events**  Do not fear to be too inadequate:   * Do your researches * Study * Pay attention * Listen and learn from *who made it* * Take valuable lessons * Honour your faults and responsibilities * Remain humble   It is a concrete possibility that, despite all of your efforts, you still cannot make an impact. In these cases, go back to the drawing board ask try to answer yourself few question:   * Have I overestimated my strengths? If so, what did I miss? * Have I underestimated my weaknesses? If so, what did I miss? * Am I enough self-aware of the contexts surrounding me? * Am I enough self-efficient in what I do? Is there a way I can push myself forward? | |
| **Glossary entries** | |
| **Self-efficacy:** How well one can execute courses of action required to deal with prospective situations  **Self-awareness:** A state of mind that enables people to compare and assess their current standards with their internals (and personal) expectations.  **SWOT analysis:** an evaluation tool for business and people that cross-references strength, weakness, opportunities and threats. | |
| **Bibliography, further references and related material (i.e. YouTube Seminary)** | |
| Bandura, Albert (1982). "Self-efficacy mechanism in human agency". American Psychologist. 37 (2): 122–147  “A theory of objective self-awareness”, 1972, S. Duval & R. Wick Lund | |
| **Related PPT** | 2.1 Self-awareness and self-efficacy |