

The background features abstract, overlapping purple geometric shapes, including triangles and polygons, in various shades of purple, creating a modern and dynamic aesthetic.

Innovative Entrepreneurship Theory and Practice

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DIN111 (888111) 3(3-0-6)

Lesson 2: Core Values

Innovative Entrepreneurship theory and practice (888111)

Lesson objectives

- To understand what type of person we are, and what core values we have personally
- How we can use our core values to determine and set our goals in a business

introduction

what are values?



company values

examples

Examples of the core values of a business might be:

- “At Superior Printing, we engage in business practices that affect the environment as little as possible.”
- “At Sheila’s Restaurant, we believe in supporting local organic farmers.”

Core values will affect business decisions.

- The owner of Superior Printing, for example, will choose ink that is less harmful to the environment over a cheaper ink that is more harmful.
- The owner of Sheila’s Restaurant will buy fruits and vegetables from local organic farmers. Your core beliefs will affect everything, from the cost of materials to the prices you charge and how you treat customers.

Company values

Zappos.com

- Deliver WOW through service
- Embrace and drive change
- Create fun and a little weirdness
- Be adventurous, creative, and open-minded
- Pursue growth and learning
- Build open and honest relationships with communications
- Build a positive team and family spirit
- Do more with less
- Be passionate and determined
- Be humble

Company values

DuPont Company

- ▶ Safety, concern, and care for people, protection of the environment, and personal and corporate integrity, are this company's highest values, and we will not compromise them.

personal values

The background features abstract, overlapping geometric shapes in various shades of purple, ranging from light lavender to dark, almost black, tones. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The overall composition is clean and modern, with the text centered on a white background.

personal reflection

- Think about a time when you stood up for what you believed in with a parent or a friend.
 - What motivated that behavior in you?
- Reflect on moments when you felt fulfilled and satisfied.
 - How and why did the experience give your life meaning?

personal reflection

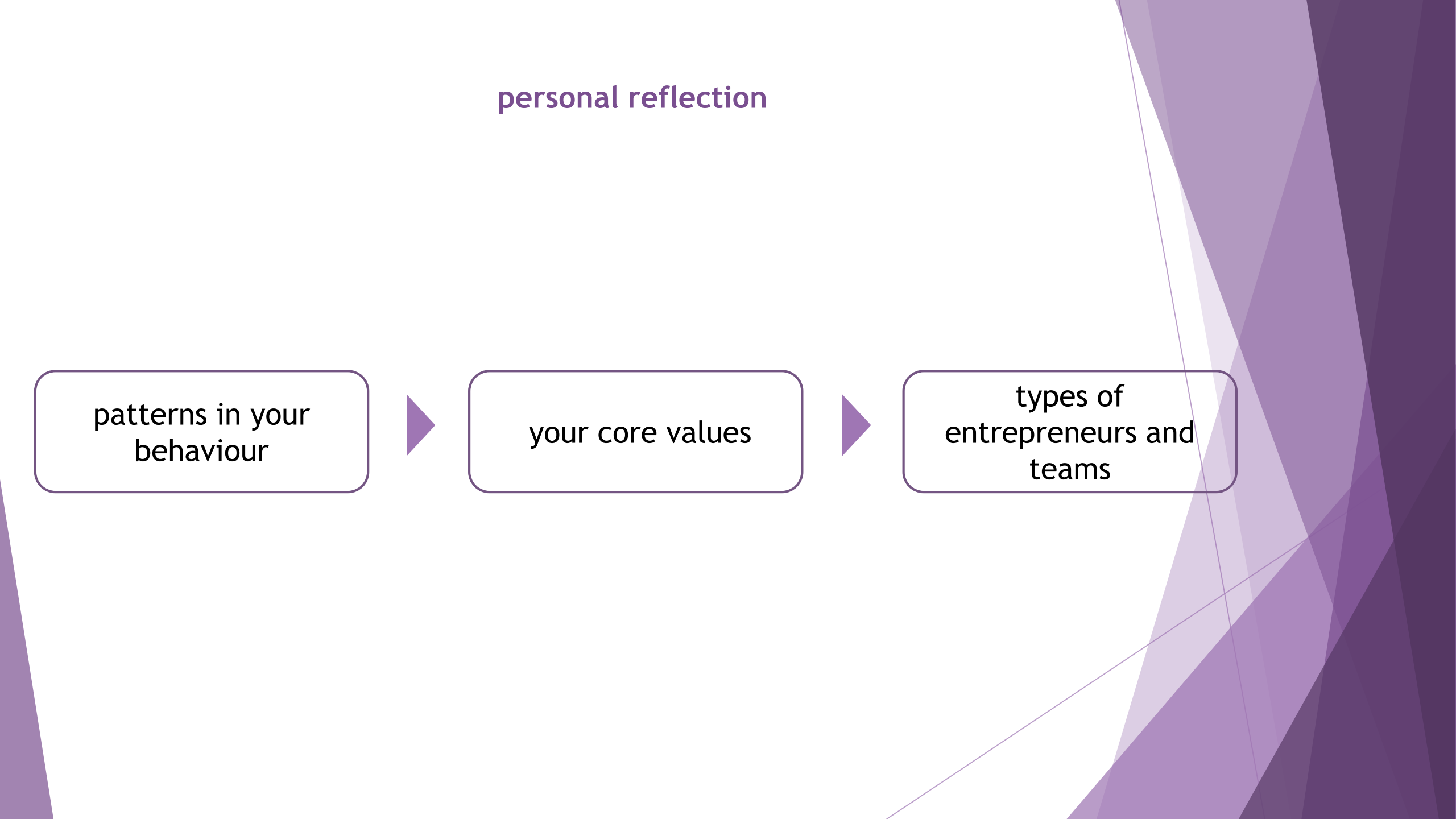
patterns in your
behaviour



your core values



types of
entrepreneurs and
teams



Personal values

Me

- work - professionalism, integrity, hard working, driven
- life - honest, reliable, caring
- both - dedicated, motivated, driven, hard working

goals

- care of students - best I can
- care of family - best I can

values

- would you give up any of your values for money?
- under stress have you lost these core values?
- will these still be your values in the future?
- what if they become a competitive disadvantage?

Personal Reflection Exercise

Accountability	Decisiveness	Global view	Passion
Adventurousness	Determination	Growth	Patriotism
Ambition	Diversity	Happiness	Professionalism
Balance	Efficiency	Health	Rationality
Beauty	Empathy	Honesty	Reliability
Calmness	Equality	Justice	Respect
Challenge	Excellence	Knowledge	Risk-taking
Collaboration	Fairness	Leadership	Self-Reliance
Communication	Faith	Legacy	Simplicity
Community	Family	Love	Spirituality
Competitiveness	Freedom	Loyalty	Structure
Control	Friendship	Mastery	Success
Creativity	Fun	Minimalism	Teamwork
Curiosity	Generosity	Money	Trustworthiness

Activity #1 - find your values

- Walk around the room
- Read all the values
- Choose your top 6 values from the lists
- Note the code for each value (6 numbers)
- Add your scores to
 1. the Excel sheet, teacher PC, or
 2. the Google form



Google Form : <https://forms.gle/oV4it1prgzpk38hF8>

Online help: <https://www.alps.academy/core-values-students/>

Forming Teams

- Forming teams is an art.
 - You want to find people with aligned values, but also balance a diversity of values and skills so that you don't all think in the same way.
- Self-awareness helps build a baseline for future business opportunities, careers, and relationships.

Activity #2 - find your values

- We will assign groups for this lesson only
- Using the scores
- Move your chairs to form groups of 5 or 6 students

- Your task is to imagine you are partners in a business
- You must write the core values of the business

Choose your Business

A. product or service for students

- shop on campus, sell food, drink
- or a service, delivery, rent bicycles etc.

B. online help for (University) students

- how help for students
- app / website, info. contacts, courses etc.

C. new social media platform

- - what do you like, videos, images, what is fun, exciting, useful
- - what would you like

Activity #3 - share your values

Each group can present their values



Thank you!
any questions?