

FEMINA

Inclusion of Women in the Cultural & Creative Sector

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Blended Training Program: Inclusion and Diversity within Cultural and Creative Sector (CCS)



Erasmus+ Programme, Key Action 2: Partnerships for Cooperation, Small-Scale Partnership

‘Femina - Inclusion of Women in the Cultural and Creative Sector’

Blended Training Program:

Inclusion and Diversity within Cultural and Creative Sector (CCS)

Motivation for Women Entrepreneurs - Success is possible

Author:

Mr. Tsvetomir Budakov, Luxembourg Creative Lab a.s.b.l.

Mrs. Kristina Chavdarova, Luxembourg Creative Lab a.s.b.l.

Prof. Dr. Petyo Budakov, Budakov Films EOOD

Keti Tserovska, Budakov Films EOOD

Asst. Prof. Dr. Yordan Karapenchev, Sofia University “St. Kliment Ohridski”

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About Femina

Femina – Inclusion of Women in the Cultural and Creative Sector' (2022-1-LU01-KA210-VET-000081625) is a collaborative project funded by Erasmus+ that aims to promote the participation of women in the cultural and creative sector. The project involves two partners, Luxembourg Creative Lab a.s.b.l. and Budakov Films Ltd., who have extensive experience working with creative individuals on various projects and initiatives. During our recruitment and freelancer search, we have identified specific groups of women within the cultural and creative sector:

- Women with creative backgrounds who are currently not employed in the same field but have the potential to contribute their skills and expertise.
- Women who may lack confidence in their digital skills, despite being actively involved in the cultural and creative sector.
- Women who are currently employed but aspire to embark on an entrepreneurial or freelance path within the cultural and creative sector.

By identifying and addressing the specific needs and challenges faced by these sub-segments of women, the project aims to foster inclusivity, support their professional development, and empower them to thrive in the cultural and creative field.

Unit 1: How to deal with procrastination

Tags: procrastination, motivation, setting goals, laziness, dopamine, detox

Unit 1 - Introduction

Procrastination is the art of carefully and creatively avoiding productivity while convincing yourself that you'll definitely, absolutely, and unequivocally start any moment now. Binge-watching random cat videos or embarking on a quest to organize your sock drawer are just a few of the possible ways you could end up not being productive

But you are either managing your own business now, or a professional freelancer, who has no time left to waste. What is procrastination, how does it manifest and what can you do to counteract it.

These are some of the topics we will explore in greater detail in this module.

1.1. The science behind being lazy

First of all it should be clear that it is quite normal to have days where you feel less productive and don't want to work or take action. People are not machines, and they can be tired of unrelated to work activities. Women in particular face an uphill struggle as society expects them to be both productive at work, while being good mothers and wives, taking care of the household. So next time you don't feel up to a task you should avoid negative self-talk and shaming. Instead – consider ways to motivate yourself.

Motivation is fundamentally based in dopamine receptors located within your brain. People receive a dopamine boost as a reward every time they take a productive action. Dopamine is, in a way, addictive. The more tasks you successfully complete, the easier it becomes to motivate yourself for working in the future.

Certain people may be less sensitive to dopamine and receive less internal stimulus from completing tasks. Others may quite literally get addicted to work – the condition known as workaholism. However it is possible to actually trick your brain into receiving regular dopamine stimulus, without having to complete meaningful tasks.

When faced with a task, the brain weighs the immediate pleasure of completing short but pleasurable tasks (like binge-watching cat videos) against the long-term rewards of

completing a complex task, often favoring immediate gratification. This process is called procrastination.

Procrastination typically involves a conscious decision to delay or postpone tasks despite being aware of the negative consequences. In contrast, laziness is often characterized by a lack of motivation or effort without a deliberate intention to delay tasks.

1.2. Counteracting procrastination

Overcoming procrastination is a gradual process, and it requires self-awareness, discipline, and consistency. Experiment with different techniques to find what works best for you and be patient with yourself as you develop new habits and routines.

As a female entrepreneur you may have some advantages in this endeavor. A study aimed to investigate the impact of gender, perfectionism, and self-esteem on procrastination revealed that gender played a significant role in predicting procrastination, with males exhibiting higher levels of procrastination and perfectionism compared to females. Additionally, self-esteem was found to have a significant negative influence on procrastination.

As a woman, you may be genetically predisposed to dealing with procrastination better than men and, as an entrepreneur in the cultural and creative sector, you have no reasons whatsoever to have low self-esteem. Furthermore, there are a few specific strategies that can help you along the way.

- **Set Clear Goals and Priorities**

Clearly define your goals and break them down into manageable tasks. Prioritize tasks based on importance and urgency to maintain focus and clarity. Creating a structured schedule or to-do list that outlines specific times for task completion will help greatly in this regard. Set deadlines for yourself and stick to them as much as possible.

- **Break Tasks into Smaller Steps**

Break down large tasks into smaller, more manageable steps. This helps to reduce feelings of overwhelm and makes tasks appear less daunting, increasing the likelihood of getting started.

- **Use Time Management Techniques**

Utilize techniques such as the Pomodoro Technique, where you work in focused bursts followed by short breaks, to maintain productivity and avoid burnout.

- **Minimize Distractions**

Identify and minimize distractions in your environment. Put away your phone, close unnecessary browser tabs, and create a dedicated workspace free from interruptions. This has also been recommended by Cal Newport in his theory on Deep Work. We reference his book in Module 6: Leading Like a Female Entrepreneur. Review that module for further information

- **Practice Self-Discipline**

Cultivate self-discipline by holding yourself accountable for your actions and maintaining a strong commitment to your goals. Remind yourself of the long-term benefits and rewards of completing tasks.

- **Use Positive Reinforcement**

Reward yourself after completing tasks or making progress. Celebrate small victories to reinforce the positive behavior and create a sense of accomplishment.

- **Overcome Perfectionism**

Perfectionism can contribute to procrastination. Accept that tasks don't need to be flawless and focus on progress rather than perfection. Allow yourself to learn from mistakes and move forward.

- **Practice Self-Care**

Take care of your physical and mental well-being. Get enough sleep, exercise regularly, eat nutritious meals, and manage stress levels. A healthy mind and body are better equipped to overcome procrastination.

We discuss the concept of self-care in greater detail in Module 8: Stress management in the Cultural and Creative Sector. Review that module for additional information.

Dealing with procrastination can sometimes be more challenging with creative tasks due to their open-ended nature and the need for inspiration. However, the strategies mentioned earlier can still be applied effectively. Breaking down creative tasks into smaller steps, setting goals and deadlines, managing time effectively, finding sources of motivation, and seeking support can all help in overcoming procrastination and enhancing productivity in creative endeavors.

1.3. Dopamine detox

As discussed in this unit, the dopamine reward system is generally responsible for both laziness and procrastination, but also for creativity and motivation in completing complex and long

tasks. So the question is how to hack your own brain to encourage the positive way of receiving dopamine in your system.

Dr. Cameron Sepah developed a form of cognitive behavioral therapy (CBT) with the goal of dopamine detox. The point is not to completely eliminate dopamine or decrease its levels, as the name may erroneously suggest, but rather to help individuals become more aware of impulsive behaviors and promote flexible thinking.

The technique aims to identify unhelpful thinking or behavioral patterns, understand their underlying causes, and develop more beneficial processes.

The idea behind dopamine detox is that engaging in pleasurable activities that stimulate dopamine release can lead to addictive behaviors and impulsive pleasure-seeking.

Dr. Sepah's approach, known as "stimulus control," involves making it difficult to access undesired stimuli, such as a laptop for internet addiction, and engaging in unrelated activities instead. The goal is to recognize negative feelings or experiences that trigger the undesired behavior and develop more helpful responses.

- **Create barriers**

Make it difficult to engage in the undesired behavior by putting it out of reach, making it inconvenient, limiting time with others who share the habit, using blocking apps or software, or giving someone else control over necessary resources.

For example, if you notice that you are using Facebook on your smartphone excessively, remove the app from your phone. You will still be able to access the platform through a browser, but the additional step creates a mental barrier towards it.

- **Select beneficial alternatives**

Choose alternative activities that promote your well-being, such as exercise, playing with a pet, reading, drawing or painting, calling a loved one, meditating, or volunteering.

Working in the creative sector will expose you to multiple better alternatives than can help. For example, something as simple as admiring art and studying its details can be greatly beneficial for an artist. For a programmer the same activity could amount to procrastination.

- **Understanding underlying causes**

Gain insight into why you feel the urge to engage in a specific activity. If it's driven by boredom, for example, recognizing when you're bored can help you avoid impulsively turning to the undesired behavior. Journaling can be helpful in exploring and naming your emotions throughout the day.

Dopamine detox may help break conditioned responses associated with addictive behaviors like gaming, drinking, eating, or excessive social media use. However, professional support may be necessary for coping with behavioral addictions. Seek help if you think you may have an addiction that you are unable to cope with on your own.

Key Takeaways

- Motivation is fundamentally based in dopamine receptors located within your brain. People receive a dopamine boost as a reward every time they take a productive action.
- Procrastination typically involves a conscious decision to delay or postpone tasks despite being aware of the negative consequences. In contrast, laziness is often characterized by a lack of motivation or effort without a deliberate intention to delay tasks.
- Dopamine detox may help break conditioned responses associated with addictive behaviors like gaming, drinking, eating, or excessive social media use.

Recommendations for Further Reading

Stress management, briefly discussed in this module, will be explored in greater detail in Module 8: Stress management in the cultural and creative sector.

References for Unit 1:

Shahnawaz, G. (2016). Procrastination among Students: The Role of Gender, Perfectionism and Self-esteem. *The Indian Journal of Social Work*, 77(2), 191-210.

Sepah, C. (2019). The Definitive Guide to Dopamine Fasting 2.0: The Hot Silicon Valley Trend. The Startup.

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Unit 2: How habits impact your motivation

Tags: win-win thinking, efficiency, next action, 10 000 hour rule, habits

Unit 2 - Introduction

Now that you are familiar with the fundamental biological processes, which underline our behaviors such as laziness and proactivity, we can discuss the psychological aspects of effective motivation.

You can hack your mental attitudes towards specific tasks, just as you can affect your brain chemistry positive countermeasures to procrastination. The key is to develop habits which are beneficial and lead to your constant improvement.

This will help create intrinsic motivation within yourself. We will discuss some key habits in this unit.

2.1. Habits as a source of intrinsic motivation

The power of habit cannot be underestimated when it comes to motivation. In the cultural and creative sector habits don't always have a good image. Creative people, engaged in art-related activities need more time to think, to ideate and find inspiration. Working on a scheduled time on the clock can be stressful and in turn decrease motivation. We will discuss how to counteract this stress in Module 8.

But habits have tremendous power when it comes to driving people forward. As a business owner yourself, you need to establish some regular activities in order to run your company. Women are all too familiar with this, as it also reflects their personal lives. Children require round-the-clock attention, but it is much more manageable when you have a schedule developed for them.

Running and growing your business is not too different than that. In the next lines we will make an overview of key benefits habits can have for you.

- **Consistency and discipline**

Developing and maintaining positive habits requires consistency and discipline. When female entrepreneurs establish habits related to their creative work, such as setting aside regular time for ideation, experimentation, or skill development, it instills a sense of commitment and dedication. The routine and structure provided by these habits create a motivating environment that fosters productivity and progress.

- **Skill Development:**

Habits focused on skill development can enhance intrinsic motivation. Use this time to \ refine your artistic abilities or business acumen. By incorporating habitual practices that involve continuous learning, practice, and improvement, they experience a sense of growth and mastery. This intrinsic motivation arises from the satisfaction and personal fulfillment derived from honing their craft and seeing progress over time.

- **Flow State Activation:**

Engaging in creative work often involves entering a state of flow—a state of deep concentration, immersion, and enjoyment in the task at hand. Habits can help female entrepreneurs access this flow state more easily. By establishing habits that signal the start of creative work or provide a conducive environment (e.g., creating a specific workspace or ritual), they can trigger the flow state and tap into heightened motivation and productivity. We discussed work rituals in Module 6: Leading like Female Entrepreneur.

- **Goal Setting and Progress Tracking:**

Habits can facilitate goal setting and progress tracking, which can significantly impact motivation. Female entrepreneurs can establish habits that align with their creative goals, breaking down larger objectives into smaller, achievable tasks. Regularly practicing these habits allows them to track their progress, celebrate milestones, and maintain a sense of motivation and accomplishment as they move closer to their creative aspirations.

Habits contribute to sustaining intrinsic motivation for women entrepreneurs by providing consistency, goal orientation, skill development, effective time management, self-care, and support.

By consciously establishing positive habits, women can create an environment that nurtures their motivation, passion, and overall success in running their businesses.

2.2. Win/win thinking

"The Habit of Mutual Benefit" as it is called by Stephan Covey describes the concept of "Think Win-Win," which is a character-based code for human interaction and collaboration. It emphasizes that win-win thinking is not just about being nice or using quick-fix techniques, but rather a mindset and approach to life. Covey describes this in his book *The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change*, which is also in the recommended literature for this unit.

Covey considers that many people tend to base their self-worth on comparisons and competition, seeing success as someone else's failure. This perspective turns life into a zero-sum game, where there are limited resources, and if one person gets a big share, it means less for others. However, the text argues that win-win thinking views life as a cooperative arena, not a competitive one.

By embracing win-win thinking, you can tap into motivational factors, leading to increased enthusiasm, engagement, and persistence in their entrepreneurial endeavors or any other aspect of life.

In the win-win mindset, individuals constantly seek mutual benefit in all human interactions. Agreements and solutions are aimed at being mutually beneficial and satisfying for all parties involved. It promotes the idea that everyone can enjoy the rewards, and it fosters a more positive and enjoyable experience.

But how does adopting a win-win mindset help in the development of motivation for work, especially if you are an entrepreneur in a highly competitive environment, such as the cultural and creative sector.

The answer to that is a concept known as “Goal alignment”. This is a phenomenon where individuals align their goals and actions with the interests and needs of others. When they see the potential for mutual benefit and collaboration, it can enhance their motivation to work towards shared objectives. This alignment provides a sense of purpose and meaning to their efforts, increasing their intrinsic motivation.

To adopt a win-win approach, the Covey suggests that individuals need to be both empathetic and confident. They should consider the needs and feelings of others while being courageous in pursuing mutually beneficial outcomes. Balancing courage and consideration is seen as a key aspect of maturity and essential for embracing win-win thinking.

2.3. The 10 000 hour rule

If you want a good rule to motivate yourself to continue working, try "10,000 Hour Rule," popularized by Malcolm Gladwell in his book "Outliers: The Story of Success." The rule suggests that achieving world-class expertise or mastery in any field requires approximately 10,000 hours of deliberate practice.

Gladwell based this idea on research conducted by psychologist Anders Ericsson, who studied the factors that contribute to high levels of performance. According to Ericsson's research, deliberate practice, which involves focused, purposeful, and effortful practice aimed at improving specific skills, is a key factor in achieving exceptional performance.

You may face gender stereotypes and biases in the business world. The 10,000 Hour Rule highlights the importance of skill development and expertise, shifting the focus from gender to individual abilities.

The 10 000 hour rule provides a framework for women to challenge stereotypes and prove their competence through deliberate practice and continuous improvement, ultimately strengthening their motivation to succeed.

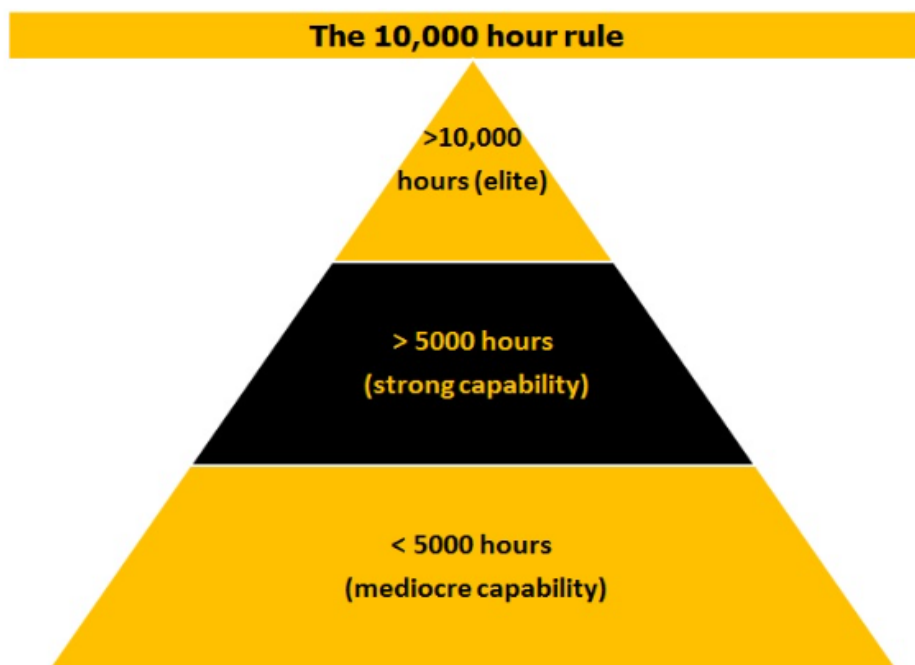


Image 1 - The 10 000 hour rule broken into segments. Source: Satoshi Taniguchi

Working consistently towards your goal of 10 000 hours does not mean that there aren't any benefits to following through with something if you still haven't hit the final mark. Your skills in the particular area will increase consistently and that will provide further sources of intrinsic motivation.

Satoshi Taniguchi has suggested another breaking point at 5000 hours, which separates mediocre practitioners from capable ones. To keep yourself motivated while training and acquiring new skills you can break down individual skill sets even further. Plan what you would like to learn with one training session at a time.

Key Takeaways

- Engaging in creative work often involves entering a state of flow—a state of deep concentration, immersion, and enjoyment in the task at hand. Habits can help female entrepreneurs access this flow state more easily.
- By embracing win-win thinking, you can tap into motivational factors, leading to increased enthusiasm, engagement, and persistence in their entrepreneurial endeavors or any other aspect of life
- The 10,000 Hour Rule highlights the importance of skill development and expertise, shifting the focus from gender to individual abilities.

Recommendations for Further Reading

In this module, we briefly discussed work rituals and how they improve your overall performance. Review Module 6: Leading like Female Entrepreneur for additional information on the topic.

References for Unit 2:

Covey, S. R. (2004). The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change. New York, NY: Free Press.

Gladwell, M. (2011). Outliers: The Story of Success. New York, NY: Back Bay Books.

Taniguchi, S. (2018). The 10000 Hour Rule And What You Should Know About It. [Blog post]. March 7, 2018.

Unit 3: Self-affirmation as the basis of motivation

Tags: self-talk, self-affirmation, intrinsic motivation, networking, self-care

Unit 3 - Introduction

Negative self-talk is like having a grump roommate who's always armed with a list of your shortcomings. Negative self-talk has mastered the art of exaggeration. Remember that time you spilled coffee on your shirt? Well, according to your inner critic, you're now an expert in clumsiness, destined to embarrass yourself at every turn. It's like having a personal stand-up comedian, except the jokes are all at your expense.

It doesn't have to be this way. Negative self-talk magnifies your flaws, casts doubt on your abilities, and is the most certain way of draining your motivation. In light of this you can remember two things: First – you are not alone in having negative thoughts. Second – you can silence them with self-affirmation and we will share a few tips on how to do that.

3.1. What is negative self-talk and why are some people affected by it.

Elizabeth Scott, a psychologist and entrepreneur herself, points out that self-talk takes various forms, ranging from grounded thoughts to mean and unrealistic fantasies. Essentially, it limits your belief in yourself, hinders personal growth, and causes stress. Negative self-talk is associated with mental health problems, decreased motivation, feelings of helplessness, and even depression. It distorts reality and prevents you from achieving your goals.

“It resembles the critical voice of a parent or friend and follows cognitive distortions like catastrophizing and blaming. Focusing on negative thoughts may lead to decreased motivation as well as greater feelings of helplessness” - Scott continues.

This is not a benign bad habit – some studies have linked negative self-talk to depressions and are a predictor of poor career development.

Furthermore, some studies (Wigert et al, 2012) suggest that certain personality traits commonly found in creative individuals, such as perfectionism or heightened self-awareness, may contribute to a higher likelihood of engaging in negative self-talk. Additionally, artists and creative women may face unique challenges, such as self-doubt, imposter syndrome, or the pressure to meet high expectations, which could potentially increase the occurrence of negative self-talk.

3.2. How to stop negative self-talk and revert them to affirmations

One of the most obvious drawbacks of negative self-talk is that it's not positive. This may sound overly simplistic, but research has shown that positive self-talk is actually a good predictor of general success. As an entrepreneur yourself, you need to address this issue to increase the likelihood of having your own business be successful.

There are few tips that can help you in that regard. Some may sound obvious, but practice shows that some things are easier said than done. So take these tips seriously and put some effort into following through them.

- **Practice self-awareness**

Start by becoming aware of your negative self-talk patterns. Pay attention to the thoughts and statements you make to yourself and notice when they are self-critical or unhelpful.

- **Challenge negative thoughts**

Once you become aware of negative self-talk, challenge those thoughts by questioning their validity. Ask yourself if there is evidence to support those thoughts or if they are based on assumptions or irrational beliefs.

- **Replace with positive affirmations**

Replace negative self-talk with positive affirmations or statements. Affirmations can be empowering and uplifting. Repeat them to yourself regularly to counteract negative thinking patterns.

- **Practice self-compassion**

Treat yourself with kindness and compassion. Remember that everyone makes mistakes, and it's okay to be imperfect. Treat yourself as you would treat a friend who is going through a tough time.

- **Surround yourself with positivity**

Surround yourself with supportive and positive people who uplift you. Avoid or minimize exposure to negative influences, whether they are people, media, or environments that fuel negative self-talk.

- **Focus on strengths and achievements**

Acknowledge your strengths, accomplishments, and positive qualities. Remind yourself of your past successes and the challenges you have overcome. Celebrate your progress and build self-confidence.

Self-affirming talk is not just wishful thinking. Apart from the scientific research behind it, several celebrities have also reportedly achieved success using this technique.

Jim Carrey, known for his belief in the power of thoughts and intentions, achieved his success by constantly affirming his future achievements. Denzel Washington overcame personal obstacles and reached great heights by embracing a positive mindset. Jennifer Lopez attributes her success to dedicating at least 15 minutes a day to affirmations, which helps her stay grounded in the competitive entertainment industry.

3.3. How to hack your brain to generate intrinsic motivation

As a female entrepreneur, it is essential to create intrinsic rewards that make the entrepreneurial journey fulfilling and enjoyable. Instead of solely focusing on external outcomes or rewards, such as recognition or material gains, cultivating intrinsic rewards centers around finding joy, satisfaction, and a sense of accomplishment from the process itself. Here are some strategies to enhance intrinsic motivation specifically for female entrepreneurs:

Remember, your journey as a female entrepreneur is unique and powerful, and by tapping into intrinsic rewards, you can create a meaningful and successful business while staying true to yourself.

- **Embrace the journey**

Find joy in the process of building your business. Embrace the challenges, triumphs, and learning opportunities along the way. Celebrate the small wins and take pride in the progress you make. Recognize that each step forward brings you closer to your goals and vision.

- **Set purposeful goals**

Define clear and meaningful goals that align with your personal values, aspirations, and passions. By connecting your entrepreneurial pursuits to a greater purpose, you will find intrinsic motivation in the impact you can create and the positive change you can bring about through your business.

This entwines with the SMART goals concept that we discussed in Module 6: Leading like a Female Entrepreneur. Purposeful goals should also be efficient for your business. Review Module 6 to learn more about them.

- **Cultivate a sense of empowerment:**

Embrace your autonomy and the freedom to shape your own entrepreneurial journey. Make decisions aligned with your vision, values, and intuition. Celebrate the fact that as a female entrepreneur, you have the power to make a difference and contribute to your industry.

- **Prioritize personal growth**

View entrepreneurship as an opportunity for personal growth and development. Embrace challenges as valuable learning experiences, and seek continuous improvement in your skills, knowledge, and leadership abilities. Recognize that each step of growth brings you closer to unlocking your full potential.

Personal growth is key to reducing stress as well. Proceed to Module 8: Stress management in the cultural and creative sector to learn more about various strategies that you can employ.

- **Foster collaboration and support**

Build connections and collaborate with other female entrepreneurs and mentors. Engage in networks, communities, and mentorship programs tailored for female entrepreneurs. By connecting with like-minded individuals, you can share experiences, exchange ideas, receive support, and uplift one another on your entrepreneurial journeys.

You can learn more about networking in Module 5: Networking like a Female Entrepreneur. You can find support groups and professional associations easily. If there isn't one in your area, perhaps it is you calling to organize an event on your own.

- **Celebrate your achievements**

Acknowledge and celebrate your accomplishments, no matter how big or small. Take time to reflect on your progress and the milestones you have achieved. Recognize the effort, resilience, and dedication you have demonstrated. Celebrating your achievements fuels intrinsic motivation and empowers you to continue pushing forward.

When incorporating these strategies and embracing intrinsic rewards, female entrepreneurs can find greater fulfillment, joy, and motivation in their entrepreneurial endeavors.

Key Takeaways

- Certain personality traits commonly found in creative individuals, such as perfectionism or heightened self-awareness, may contribute to a higher likelihood of engaging in negative self-talk.
- It is essential to create intrinsic rewards that make the entrepreneurial journey fulfilling and enjoyable. Instead of solely focusing on external outcomes or rewards, such as

recognition or material gains, cultivating intrinsic rewards centers around finding joy, satisfaction, and a sense of accomplishment from the process itself.

Recommendations for Further Reading

In this Unit we mention setting purposeful goals as a source of intrinsic motivation. To learn more about setting goals, review the SMART goals concept that we discussed in Module 6: Leading like a Female Entrepreneur.

Personal growth is key to reducing stress as well. Proceed to Module 8: Stress management in the cultural and creative sector to learn more about various strategies that you can employ.

You can learn more about networking in Module 5: Networking like a Female Entrepreneur. You can find support groups and professional associations easily. If there isn't one in your area, perhaps it is you calling to organize an event on your own.

References for Unit 3:

Scott, E. (2022). The Toxic Effects of Negative Self-Talk. Verywell Mind. Retrieved from <https://www.verywellmind.com/negative-self-talk-and-how-it-affects-us-4161304>

Wigert, B., Reiter-Palmon, R., Kaufman, J. C., & Silvia, P. J. (2012). Perfectionism: The Good, the Bad, and the Creative. Psychology Faculty Publications, 24.

Good Practices

Svitlana Kostiuk: Time management skills are very helpful in order to fulfill everyone's expectations

Svitlana has been making cakes and individual desserts for the past 2,5 years. In her own words these are quite exclusive desserts that you cannot find anywhere in Luxembourg. Her business concept is to offer an exclusive look and fantastic taste, while also offering healthy food. All of her desserts are gluten free and with no white refined sugar. We reached out to her to share how she keeps herself motivated, despite her busy schedule.

How do you motivate yourself (and your employees, if you have any) to be effective at work?

The best motivation personally for me is good clients feedback. Every time I receive the messages – Lana, the desserts were the center of our dinner or the cake was the best we ever tried in our lives. Or clients who are coming regularly, means that I am doing the right thing and that people appreciate that. It's very important to be organized as this type of work requires a lot of hours and to be attentive to details.

How important is discipline in creative work?

Every week I have a list of clients and orders that I need to make. To be organized is a key to success in my business. Time management skills are very helpful in order to fulfill everyone's expectations. Without discipline there won't be any well running business.

Tips & Recommendations

- The basis of motivation lies in dopamine receptors within the brain, which provide a sense of reward when productive actions are taken.
- Procrastination involves a conscious choice to delay tasks despite knowing the negative consequences, while laziness is characterized by a lack of motivation or effort without deliberate intention to delay.
- Undergoing a dopamine detox can help break conditioned responses associated with addictive behaviors like gaming, drinking, eating, or excessive social media use.
- Engaging in creative work often requires entering a state of flow, characterized by deep concentration, immersion, and enjoyment. Developing habits can facilitate female entrepreneurs in accessing this flow state more easily.
- By adopting win-win thinking, individuals can tap into motivational factors, leading to increased enthusiasm, engagement, and persistence in entrepreneurial endeavors and other aspects of life.
- The 10,000 Hour Rule emphasizes the significance of skill development and expertise, shifting the focus from gender to individual abilities.
- Certain personality traits commonly found in creative individuals, such as perfectionism or heightened self-awareness, may contribute to a higher likelihood of engaging in negative self-talk.
- It is crucial to establish intrinsic rewards that make the entrepreneurial journey fulfilling and enjoyable. Instead of solely pursuing external outcomes or rewards like recognition or material gains, cultivating intrinsic rewards focuses on finding joy, satisfaction, and a sense of accomplishment in the process itself.

Glossary

10,000 Hour Rule - Coined by Malcolm Gladwell in his book "Outliers," it suggests that achieving a high level of expertise or mastery in a particular field requires approximately 10,000 hours of deliberate practice and focused effort.

Dopamine - A neurotransmitter in the brain associated with pleasure, reward, and motivation. It plays a role in regulating mood, motivation, and reinforcement of certain behaviors.

Intrinsic motivation - Internal drive or desire to engage in an activity for the inherent satisfaction and enjoyment it brings, rather than for external rewards or incentives.

Laziness - A state of unwillingness or reluctance to engage in productive or effortful activities. It typically involves a lack of motivation or energy to complete tasks, often resulting in the avoidance of work or responsibilities.

Procrastination - The act of delaying or postponing tasks or actions, often resulting in the avoidance of important or necessary activities. It can stem from various factors, such as a lack of motivation, fear of failure, or difficulty managing time.

Self-affirmation - The practice of reaffirming one's positive qualities, values, or beliefs. It involves focusing on personal strengths and achievements to enhance self-esteem, confidence, and motivation.

Win/Win Thinking - A mindset that seeks mutually beneficial outcomes in interpersonal interactions and negotiations. It emphasizes collaboration, cooperation, and finding solutions that satisfy the interests and goals of all parties involved.

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Check Your Knowledge (Multiple Choice with one correct answer)

1. What is the definition of procrastination?

- a) Procrastination typically involves a conscious decision to delay, despite being aware of the negative consequences.
- b) Procrastination is lack of motivation or effort without a deliberate intention to delay tasks.
- c) Procrastination is a psychological phenomenon that enables people to keep themselves motivated in pursuit of their long term goals.
- d) Procrastination is a set of physical exercises aimed at improving motivation.

2. Which of the following traits is a predictor of procrastination?

- a) Openness – people more likely to engage with others often get distracted from their work.
- b) Empathy – procrastinating your tasks, while helping others.
- c) Perfectionism – choosing not to continue the work, because it will not be flawless at the end.
- d) Agreeableness – the desire to please everyone.

3. What is dopamine and how is it related to motivation?

- a) Dopamine is a neurotransmitter made in your brain. It acts as a reward every time they take a productive action.
- b) Dopamine is an over-the-counter drug that has been shown to improve motivation
- c) Dopamine is an over-the-counter drug that has been observed to have negative side-effects, including low motivation.
- d) Dopamine is a medical condition known to include symptoms such as low motivation.

4. How can you detox yourself from dopamine?

- a) Consult with your doctor, as this could be dangerous to attempt on your own.
- b) Practice stimulus control – for example – make it inconvenient to use your smartphone, laptop, block specific apps etc.
- c) Work fewer hours overall, to reduce the amount of dopamine in your system.
- d) Move to a quieter place – for example – a rural area in your country.

5. What is a “Flow State”?

- a) A sense of growth and mastery of a particular skill
- b) Maintaining a sense of motivation and accomplishment
- c) A state of deep concentration, immersion, and enjoyment in the task at hand.
- d) A lucid dream which is very helpful in the ideation phase of creative work.

6. How can you improve intrinsic motivation?

- a) You can't because intrinsic motivation is a biological predisposition.
- b) Start charging more for your products and services.
- c) Consider changing your career path away from the cultural and creative sector.
- d) Develop your skills, be disciplined, set goals and track your progress.

7. What is Win/Win thinking?

- a) Seeking mutual benefit in all human interactions.
- b) Incorporating habitual practices that involve continuous learning.
- c) Celebrating milestones, and maintaining a sense of motivation and accomplishment.
- d) Becoming more aware of impulsive behaviors and promoting flexible thinking.

8. How long does it take to gain mastery of a skill according to author Malcolm Gladwell?

- a) It depends on the motivation of the individual
- b) 1000 hours
- c) 10 000 hours
- d) 15 000 hours

9. Which of the following is NOT a technique aimed at reducing negative self-talk?

- a) Practicing self-awareness
- b) Using positive affirmations
- c) Acknowledge your strengths and accomplishments
- d) Delaying the difficult part of work, while doing something easy first

10. What is the main benefit of using positive self-affirmations?

- There aren't any – self-affirmation often descends into wishful thinking and is as dangerous as negative self-talk.
- They help you stay motivated and complete tasks in a timely manner.

- c) Positive self-affirmation can be shared with others to position yourself as an expert.
- d) Self-affirmations will persuade clients that your services are superior compared to competitors.