



ENTREHUBS

ENTERHUBS

Karlshochschule
International University

STIMMULI
for social change



Co-funded by
the European Union



Self-Efficacy & Self-Awareness

Equipping Students With an Entrepreneurial Mindset

Prepared By

Maria Lavithi - University of Cyprus

DISCLAIMER

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



A Message to You

Hey there future entrepreneur,

Welcome to your journey towards unlocking the power of Self-Awareness and Self-Efficacy! Whether you're standing at the threshold of your first entrepreneurial adventure or you've already dipped your toes into the exhilarating waters of innovation, this course is designed to be your guiding star.

Embrace Your Inner Strength

Let's get one thing straight: No one is coming to save the day. The heroes we're waiting for are right here—it's you! The future you envision is within your grasp, and it's up to you to create it. This might sound daunting, but it's also incredibly empowering. You have the tools, the passion, and the drive to make it happen.

The Power of Self-Awareness

First, let's talk about Self-Awareness. This isn't just about knowing your favorite color or your go-to comfort food. It's about diving deep into understanding who you are—your strengths, your weaknesses, your triggers, and your motivators. Self-awareness is your secret weapon. It helps you make better decisions, build stronger relationships, and navigate challenges with a clear head and an open heart.

Consider Reed Hastings, the visionary behind Netflix. His self-awareness allowed him to recognize his strengths in innovation and his need to delegate daily operations. This insight not only shaped his leadership style but also steered Netflix to the forefront of the entertainment industry. Like Hastings, understanding yourself deeply can transform how you lead and how you bring your ideas to life.

The Power of Self-Efficacy

Now, onto Self-Efficacy. This is your unwavering belief in your ability to succeed. It's about having the confidence to set ambitious goals and the resilience to overcome obstacles. Self-efficacy is what drives you to persist when the going gets tough and to celebrate each victory, no matter how small.

Think about Sophia Amoruso, the founder of Nasty Gal. Despite numerous setbacks, she never wavered in her belief in her vision. Her journey from selling vintage clothing on eBay to building a multimillion-dollar fashion empire is a testament to the power of self-efficacy. Like Amoruso, believing in yourself is the key to turning your dreams into reality.

Your Journey Begins Now

In this course, you will learn how to harness these powerful traits. You'll discover techniques to deepen your self-awareness and build your self-efficacy. You'll read about inspiring entrepreneurs who have walked this path before you, and you'll engage in activities that challenge you to grow.

Remember, ideas do not come to us fully formed. They start as tiny sparks—perhaps a fleeting thought or a nagging frustration. These sparks need your attention, your nurturing, and your passion to grow into something extraordinary. Just like a plant needs water and sunlight, your ideas need your dedication and effort to flourish.

Be the Hero of Your Story

You are the hero of your own story. You have the power to shape your future, to create the change you want to see, and to bring your unique vision to life. This course is here to help you unlock that potential. Embrace the journey, learn from every experience, and never stop believing in your ability to succeed.

So, let's dive in. Let's explore, reflect, and grow. The world is waiting for your genius. It's time to show what you're made of. Stay curious, stay bold, and most importantly, keep creating.

Cheers to your next big idea!

Happy innovating!

Maria Lavithi
University of Cyprus

Introduction

Overview

Welcome to the workshop on "Self-Awareness and Self-Efficacy for Entrepreneurs." In this workshop, you will gain an understanding of the importance of self-awareness and self-efficacy in your entrepreneurial journey. You will learn how to harness these qualities to create the future you want. This course is designed for students who are eager to develop their entrepreneurial skills.

Goals

- Understand the difference between self-awareness and self-efficacy.
- Recognize the importance of these traits in entrepreneurship.
- Learn how to develop and apply these skills to your own ideas.

Expectations

- This is a self-learning module, so take your time to read through the materials.
- Engage with the interactive components to enhance your understanding.

Understanding Self-Awareness and Self-Efficacy

Definitions

- Self-Awareness: The ability to recognize and understand your own emotions, thoughts, and behaviors. It involves being conscious of your strengths, weaknesses, and the impact you have on others.
 - Example: Reed Hastings, the co-founder and CEO of Netflix, is known for his strong self-awareness. He understood his strengths in vision and innovation, but also recognized his need to delegate daily operations, leading to a successful leadership style that focuses on empowering his team.
- Self-Efficacy: The belief in your ability to succeed in specific situations or accomplish a task. It reflects confidence in the ability to exert control over one's own motivation, behavior, and social environment.
 - Example: Sophia Amoruso, the founder of Nasty Gal, exhibited strong self-efficacy. Despite numerous setbacks and initial failures, she believed in her ability to create a successful fashion brand and worked tirelessly to make it a reality.

Differences

- Self-awareness focuses on introspection and understanding oneself.
- Self-efficacy focuses on the confidence to take action and achieve goals.

Importance in Entrepreneurship

- Self-Awareness helps entrepreneurs make better decisions, build stronger relationships, and navigate challenges.
 - Impact Example: Brian Chesky, CEO of Airbnb, uses his self-awareness to understand his team's dynamics and foster a culture of innovation. His ability to reflect on his actions and adapt has been crucial in navigating Airbnb through various challenges.
- Self-Efficacy drives entrepreneurs to pursue their goals, overcome obstacles, and persist in the face of setbacks.
 - Impact Example: Elon Musk's ventures, from SpaceX to Tesla, are prime examples of self-efficacy. His unwavering belief in his capacity to revolutionize industries has driven him to achieve what many thought impossible.

Examples and Case Studies

Self-Awareness in Leadership

Jessica Alba: Co-founder of The Honest Company

Jessica Alba used her self-awareness to identify her passion for healthy living and natural products. Recognizing her influence and understanding the needs of her audience, she built a brand that emphasizes transparency and ethical consumerism. Her journey showcases how personal values can translate into a successful business model that resonates deeply with consumers.

Evan Spiegel: CEO of Snap Inc.

Evan Spiegel's self-awareness has been key in understanding his audience's desire for privacy and innovative communication tools. His ability to introspect and align his company's vision with user needs has driven Snapchat's unique approach to social media. Spiegel's keen sense of what his audience values has helped him maintain a competitive edge in a rapidly evolving industry.

Lesser-Known Examples

1. Whitney Wolfe Herd: Founder of Bumble

Whitney Wolfe Herd's self-awareness played a crucial role in the founding of Bumble, a dating app where women make the first move. Wolfe Herd recognized the need for a safer, more empowering online dating experience for women, leveraging her insights and experiences from her time at Tinder. This self-awareness allowed her to create a platform that stands out in a crowded market and fosters respectful interactions.

2. Blake Mycoskie: Founder of TOMS Shoes

Blake Mycoskie's self-awareness led him to establish TOMS Shoes with a unique business model centered on social good. Understanding his desire to make a positive impact, he created the "One for One" campaign, where a pair of shoes is donated for every pair sold. Mycoskie's self-awareness about his philanthropic passions has allowed TOMS to become a pioneer in social entrepreneurship.

3. Sophia Amoruso: Founder of Nasty Gal and Girlboss

Sophia Amoruso's self-awareness helped her carve out a niche in the fashion industry with Nasty Gal. Recognizing her own unconventional style and entrepreneurial spirit, she built a brand that catered to young women who valued bold, unique fashion choices. Later, her self-awareness about her journey and challenges led to the creation of Girlboss, a community for ambitious women seeking career and personal growth.

4. Hamdi Ulukaya: Founder of Chobani

Hamdi Ulukaya's self-awareness was instrumental in the founding of Chobani. As an immigrant from Turkey, he understood the potential of introducing high-quality, affordable Greek yogurt to the American market. His self-awareness of his roots and the cultural significance of yogurt helped him connect with consumers and build Chobani into a leading brand in the dairy industry.

5. Tristan Walker: Founder of Walker & Company

Tristan Walker's self-awareness about his personal grooming needs led him to create Walker & Company, which focuses on health and beauty products for people of color. Recognizing the lack of products tailored to the unique needs of this demographic, Walker's introspection and understanding of his community's needs drove him to develop Bevel, a shaving system designed specifically for coarse and curly hair.

6. Emily Weiss: Founder of Glossier

Emily Weiss used her self-awareness to tap into the beauty industry with Glossier. After starting the blog "Into The Gloss," she realized there was a gap in the market for beauty products that promoted a natural, minimalist approach. Her deep understanding of her own beauty philosophy and her audience's desires allowed her to build a brand that emphasizes skin care and simple makeup solutions, disrupting the traditional beauty market.

These examples demonstrate that self-awareness is a critical trait for successful leaders and entrepreneurs. It allows them to align their personal values and experiences with their business ventures, leading to innovative products and services that resonate with their target audiences.

Self-Efficacy

- Sara Blakely: The founder of Spanx started with a simple idea and a lot of confidence in her ability to make it happen. Despite numerous rejections, her belief in her vision led to her success.
 - Case Study Details:
 - Initial Challenges: Blakely faced numerous rejections from manufacturers and investors.
 - Self-Efficacy in Action: Her strong belief in the product's potential kept her pushing forward, ultimately finding a manufacturer and launching Spanx.
 - Outcome: Spanx became a billion-dollar company, revolutionizing the shapewear industry.
- Jack Ma: The founder of Alibaba faced many rejections and failures, but his strong self-efficacy kept him going. He believed in his vision and his ability to achieve it, which led to the creation of one of the largest e-commerce platforms in the world.
 - Case Study Details:
 - Initial Failures: Ma was rejected from numerous jobs and business ventures.
 - Self-Efficacy in Action: Despite these setbacks, he remained confident in his vision for Alibaba and its potential impact.
 - Outcome: Alibaba's success in becoming a global leader in e-commerce and technology.

The Impact of Self-Awareness and Self-Efficacy on Leadership

Self-Awareness in Leadership

- Emotional Intelligence: Enhances emotional intelligence, helping leaders manage their emotions and understand the emotions of others.
 - Example: Satya Nadella, CEO of Microsoft, is known for his high emotional intelligence and self-awareness, which have been pivotal in transforming Microsoft's corporate culture.
- Decision-Making: Promotes better decision-making by understanding personal biases and limitations.
 - Example: Sheryl Sandberg, COO of Facebook, uses her self-awareness to make balanced decisions, acknowledging her biases and seeking diverse perspectives.
- Trust and Authenticity: Builds trust and authenticity within teams.
 - Example: Marc Benioff, CEO of Salesforce, uses his self-awareness to foster a transparent and inclusive company culture, building strong trust within his team.

Self-Efficacy in Leadership

- **Proactive Problem-Solving:** Encourages a proactive approach to problem-solving and innovation.
 - Example: Reed Hastings at Netflix continuously drives innovation, confident in his ability to lead the company through industry changes.
- **Inspiration and Motivation:** Inspires and motivates team members through demonstrated confidence and resilience.
 - Example: Richard Branson's ventures with the Virgin Group showcase his self-efficacy, inspiring his teams to embrace bold ideas and pursue ambitious goals.
- **Persistence and Resilience:** Leads to higher levels of persistence and resilience in achieving goals.
 - Example: Mary Barra, CEO of General Motors, has shown tremendous self-efficacy in leading GM through significant transformations, motivating her team with her resilience and vision.

Developing Self-Awareness and Self-Efficacy

For entrepreneurs, building self-efficacy involves developing confidence in your ability to achieve business goals and handle challenges. Here are methods tailored for entrepreneurs:

1. Set Achievable Business Goals

- SMART Business Goals: Set specific, measurable, achievable, relevant, and time-bound goals to provide clear direction and motivation for your business.
- Progress Tracking: Regularly track your progress and celebrate small business victories to build confidence.

Exercise: Set a SMART goal related to a current business challenge. Break it down into smaller, manageable steps.

Worksheet Prompt: See Relevant Worksheet in Moodle

2. Skill Development for Entrepreneurs

- Entrepreneurial Learning: Commit to continuous learning and skill development in areas critical to your business, such as leadership, marketing, finance, and operations.
- Workshops and Courses: Attend workshops, courses, or online classes to build new entrepreneurial skills and knowledge.

Exercise: Identify a business skill you want to develop and find a course or workshop to attend.

Worksheet Prompt: See Relevant Worksheet in Moodle

3. Positive Visualization for Business Success

- Visualization Techniques: Use visualization techniques to imagine yourself successfully achieving your business goals.
- Mental Rehearsal: Practice mental rehearsal by visualizing the steps you will take and the challenges you will overcome in your business.

Exercise: Spend 5 minutes each day visualizing yourself achieving a specific business goal.

Worksheet Prompt: See Relevant Worksheet in Moodle

4. Build a Support Network

- Mentorship: Seek out mentors who can provide guidance, support, and encouragement for your entrepreneurial journey.
- Peer Support: Build a network of entrepreneurial peers who can share experiences and offer mutual support.

Exercise: Identify potential mentors or supportive peers and reach out to them.

Worksheet Prompt: List three individuals who could be part of your entrepreneurial support network. How can they help you build self-efficacy?

Worksheet Prompt: See Relevant Worksheet in Moodle

5. Reflect on Business Successes

- Success Journaling: Keep a journal of past business successes and the strategies you used to achieve them.
- Positive Affirmations: Use positive affirmations to reinforce your belief in your business abilities.

Exercise: Write about a past business success and the steps you took to achieve it. Reflect on how you can apply those strategies to current business challenges.

Worksheet Prompt: Describe a past business success in detail. What strategies did you use? How can you apply these strategies to your current business goals?

Worksheet Prompt: See Relevant Worksheet in Moodle

Techniques for Building Self-Awareness

Technique 1: SWOT Analysis of Personal Leadership

Description: Conduct a personal SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to understand your strengths and areas where you need improvement. This can help you become more aware of your capabilities and limitations.

Exercise: Perform a personal SWOT analysis focusing on your leadership and decision-making abilities.

Worksheet Prompt: List your strengths, weaknesses, opportunities, and threats as an entrepreneur. Reflect on how these factors influence your business decisions. **Worksheet Prompt: See Relevant Worksheet in Moodle**

Technique 2: Emotional Intelligence Assessment

Description: Assess your emotional intelligence (EI) to understand how well you recognize, understand, and manage your own emotions and those of others. High EI is crucial for effective leadership and team management.

Exercise: Take an emotional intelligence assessment and reflect on the results.

Worksheet Prompt: Summarize the key findings from your EI assessment. How do your emotional intelligence skills impact your interactions and decision-making in your business? **Worksheet Prompt: See Relevant Worksheet in Moodle**

Techniques for Building Self-Awareness

Technique 3: Reflective Reading and Application

Description: Read books, articles, or case studies about successful entrepreneurs and leadership. Reflect on how the lessons and strategies apply to your own experiences.

Exercise: Choose a book or article about entrepreneurship, read it, and reflect on the lessons learned.

Worksheet Prompt: Write about a key lesson or strategy from your reading. How can you apply this lesson to your business? What personal insights did you gain? **Worksheet Prompt: See Relevant Worksheet in Moodle**

Technique 4: Role-Playing and Scenario Analysis

Description: Engage in role-playing exercises to simulate business scenarios. This helps you understand how you react under different circumstances and improves your decision-making skills.

Exercise: With a mentor or peer, role-play a challenging business scenario and analyze your responses and decisions.

Worksheet Prompt: Describe the scenario you role-played. What was your initial reaction? How did you handle the situation? What did you learn about your decision-making process? **Worksheet Prompt: See Relevant Worksheet in Moodle**

Techniques for Building Self-Awareness

Technique 5: Regular Self-Assessment and Goal Setting

Description: Conduct regular self-assessments to evaluate your progress and set personal development goals. This ongoing process helps you stay aligned with your values and business vision.

Exercise: Perform a self-assessment at the end of each month to evaluate your progress and set goals for the next month.

Worksheet Prompt: Reflect on your accomplishments and challenges over the past month. What goals did you achieve? What areas need improvement? Set specific goals for the upcoming month. **Worksheet Prompt: See Relevant Worksheet in Moodle**

Time for Action!

Do Self-Efficacy and Self-Awareness Worksheet on Moodle

Inspirational Content - Case Study of Brian Chesky

Introduction

Brian Chesky, the co-founder and CEO of Airbnb, is a quintessential example of how self-efficacy and resilience can drive an entrepreneur to overcome significant challenges and achieve global success. This case study delves into the early struggles of Chesky and Airbnb, highlighting the critical moments and decisions that transformed a nascent idea into a multi-billion-dollar enterprise.

Early Challenges

Financial Difficulties

In 2007, Brian Chesky, along with co-founders Joe Gebbia and Nathan Blecharczyk, launched Airbnb from a small apartment in San Francisco. Initially named "Air Bed & Breakfast," the platform aimed to provide short-term living quarters and breakfast for those unable to find lodging during a busy conference season. However, they quickly encountered severe financial difficulties.

1. **Initial Funding Struggles:** The founders maxed out their credit cards and incurred significant debt. At one point, they resorted to selling custom-made cereal boxes themed around the 2008 presidential election, called "Obama O's" and "Cap'n McCains," to raise \$30,000 to keep the company afloat.
2. **Skepticism from Investors:** Early attempts to secure venture capital were met with skepticism. Many investors doubted the viability of the home-sharing concept, questioning whether people would trust strangers to stay in their homes. The founders faced multiple rejections and were running out of options.

Key Turning Points

Belief in Home-Sharing Concept

Despite the financial strain and investor skepticism, Chesky remained steadfast in his belief in the home-sharing model. He and his team continuously refined the platform, focusing on improving user experience and safety measures to build trust among users.

1. **Iteration and User Feedback:** The team iteratively improved the website based on user feedback, enhancing features such as user profiles, reviews, and secure payment systems to foster a sense of community and safety.
2. **Pivot to Professionalism:** Recognizing the need for professional-quality listings, Chesky and his team encouraged hosts to provide high-quality photos and detailed descriptions of their spaces. This move helped attract more guests and build credibility.

Overcoming Obstacles

Chesky's persistence paid off when they were accepted into the Y Combinator startup accelerator program in 2009. This provided them with initial seed funding of \$20,000 and access to a network of mentors and investors.

1. **Y Combinator Support:** The mentorship and guidance received during the program were crucial. Paul Graham, co-founder of Y Combinator, advised them to focus on growing their user base and validating their business model through real-world traction rather than solely seeking investor validation.
2. **Series A Funding:** With a clearer business model and growing user base, Airbnb secured a \$600,000 investment from Sequoia Capital in April 2009. This funding allowed them to scale operations, enhance their platform, and expand into new markets.

Achieving Global Success

Scaling Up

With increased funding and a solidified business model, Chesky led Airbnb through rapid expansion. The company grew from a niche service into a global phenomenon, now operating in over 220 countries and regions.

1. **Innovative Marketing:** Airbnb's marketing strategies, such as the "Wish List" feature and "Experiences" program, helped differentiate the brand and attract a diverse range of users. Their unique approach to branding and community-building resonated with travelers worldwide.
2. **Global Partnerships:** Chesky forged strategic partnerships with key players in the travel and hospitality industry, further establishing Airbnb as a major player. Collaborations with tourism boards, governments, and local businesses helped integrate Airbnb into various communities.

Key Lessons

Self-Efficacy and Resilience

Brian Chesky's journey with Airbnb exemplifies the importance of self-efficacy and resilience in entrepreneurship.

1. **Belief in Vision:** Chesky's unwavering belief in the potential of home-sharing kept him focused and driven, even when faced with financial hardships and widespread skepticism.
2. **Persistence Through Rejection:** The numerous rejections from investors did not deter Chesky; instead, they fueled his determination to prove the value of his idea. His ability to learn from setbacks and continuously iterate on the business model was crucial to Airbnb's success.
3. **Adaptability and Innovation:** Chesky's willingness to adapt and innovate based on user feedback and market demands allowed Airbnb to evolve and stay relevant in a competitive industry.

Conclusion

Brian Chesky's story is a powerful testament to the impact of self-efficacy and resilience in achieving entrepreneurial success. His journey with Airbnb highlights the importance of believing in your vision, persisting through challenges, and continuously innovating to meet user needs. Today, Airbnb stands as a global leader in the travel industry, a testament to Chesky's leadership and unwavering commitment to his vision.

Inspirational Content - Case Study of Sara Blakely

Introduction

Sara Blakely, the founder of Spanx, faced numerous challenges and skepticism in creating a revolutionary shapewear product. This case study delves into Blakely's journey, highlighting her intense self-efficacy and self-awareness in building a billion-dollar brand from scratch.

Early Challenges

Industry Skepticism and Financial Hurdles

Blakely's innovative product idea faced significant skepticism and financial barriers in the traditional undergarment industry.

1. **Skepticism from Manufacturers:** When Blakely first pitched her idea for footless pantyhose, she was met with skepticism and rejection from numerous manufacturers who doubted the product's viability. Many male-dominated manufacturing firms didn't see the need for her product.
2. **Limited Financial Resources:** With only \$5,000 in savings, Blakely faced financial constraints that made it difficult to prototype and market her product. She had no formal business training and had to navigate the entrepreneurial landscape largely on her own.
3. **Patent Challenges:** Filing for a patent without a lawyer to save money presented significant challenges. Blakely had to learn the patent process and ensure her product was legally protected, all while managing other aspects of her burgeoning business.

Key Turning Points

Innovative Problem-Solving

Blakely's intense self-efficacy drove her to find creative solutions to bring her product to market.

1. **Prototype Development:** After multiple rejections, Blakely convinced a hosiery manufacturer in North Carolina to produce her prototype. Her persistence and belief in her product were crucial in overcoming initial skepticism.
2. **Patenting and Branding:** Blakely used her limited resources to patent her product and develop the Spanx brand. Her innovative approach to packaging and branding set Spanx apart from traditional shapewear products.
3. **Securing Retail Partners:** Blakely personally convinced Neiman Marcus to carry Spanx by demonstrating the product in a ladies' restroom to show its effectiveness. This hands-on approach demonstrated her commitment and belief in her product's value.

Overcoming Obstacles

Market Entry Challenges

Blakely's journey was marked by significant obstacles, including market entry challenges and competition.

1. **Retail Challenges:** Getting Spanx into retail stores was a major hurdle. Blakely's tenacity and innovative pitching strategies eventually convinced high-end retailers like Neiman Marcus to carry her product. However, expanding beyond initial retailers required ongoing effort to maintain and grow shelf space in a competitive market.
2. **Building a Brand:** Blakely faced fierce competition from established brands. Her strategic use of celebrity endorsements and media appearances helped build brand recognition and credibility. Notably, Oprah Winfrey's endorsement of Spanx as one of her "Favorite Things" in 2000 significantly boosted the brand's visibility and credibility.

Production and Scalability

Ensuring consistent product quality and meeting growing demand presented further challenges.

1. **Quality Control:** Maintaining high-quality standards while scaling production was crucial. Blakely had to ensure that the growing number of manufacturers adhered to Spanx's quality requirements, necessitating rigorous oversight and quality control measures.
2. **Scalability Issues:** Rapid growth meant that Spanx had to scale operations quickly, which included securing reliable supply chains, expanding production capabilities, and managing logistical complexities. Blakely's ability to anticipate and address these issues was critical to sustaining growth.

Achieving Success

Market Dominance

Spanx's success can be attributed to Blakely's visionary leadership and unwavering belief in her product.

1. **Global Expansion:** Spanx has grown into a global brand with a diverse product line. Blakely's focus on product quality and customer satisfaction has driven this expansion. Today, Spanx products are sold in over 50 countries, and the brand has expanded beyond shapewear to include activewear, swimwear, and more.
2. **Philanthropy and Advocacy:** Blakely has used her success to advocate for women's entrepreneurship and philanthropy, further cementing her legacy as a business leader. She pledged to donate half of her wealth to charity through the Giving Pledge and has established the Sara Blakely Foundation to support women through education and entrepreneurial training.

Key Lessons

Intense Self-Efficacy and Self-Awareness

Sara Blakely's journey with Spanx exemplifies the importance of self-efficacy and self-awareness in achieving entrepreneurial success.

1. **Belief in Vision:** Blakely's unwavering belief in her product and her ability to solve a real problem for consumers drove her to overcome significant challenges and skepticism.
2. **Learning from Failure:** Each failure and setback provided valuable insights that Blakely used to refine Spanx's business model. Her willingness to learn from mistakes and adapt quickly was crucial to the company's success.
3. **Customer-Centric Approach:** Blakely's focus on understanding and meeting user needs helped create a platform that resonated with millions. Her emphasis on user experience and continuous improvement drove user engagement and loyalty.

Conclusion

Sara Blakely's story is a powerful example of how self-efficacy and self-awareness can drive entrepreneurial success. Her journey with Spanx highlights the importance of believing in your vision, persisting through challenges, and continuously innovating to meet consumer needs. Today, Spanx stands as a testament to Blakely's leadership and resilience in navigating the complex landscape of the fashion industry.

Summary

From its inception in 1998 to achieving significant global brand recognition and a billion-dollar valuation by 2012, it took Spanx approximately 12-14 years. During this period, Sara Blakely's intense self-efficacy and strategic decisions played a crucial role in transforming Spanx from a novel concept to a widely recognized and successful global brand.

Time for Action!

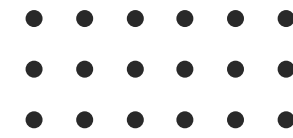
Do the Be Your Own CEO worksheet on Moodle.



ENTREHUBS



Co-funded by
the European Union



Thank You

Karlshochschule
International University

STIMMULI
for social change

