

The Entrepreneur

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Entrepreneurs are personalities who take action. Whether they discover opportunities or face problems, they do something. They have visions and usually act intuitively. What they want to achieve should make sense. They like to be reflected by a friend or partner.

This book describes their particular strengths and competencies. It shows what is important to be satisfied with oneself and one's life.

Christoph Hofmański

Before Christoph Hofmański (born 48) founded his consulting company under the name "Kommunikationsmanagement" in 1988, he worked as a marketing manager in an international IT company. During this time, the discussion about emotional intelligence began to become more audible. Guided by the question "What is a certain behavior good for?", Hofmański interpreted the bi-polar dimensions of personality psychology as existential, conflicting basic needs. This gave rise to the construct of "deep motivation" in the mid-1990s. In the work of the last 25 years, there has been a growing realization that we can better understand people if we bring the construct of basic needs into a multi-layered model that captures the "flow of energy" from drivers to situational behavior. Practical use in many coaching sessions motivated Christoph Hofmański to develop TwentyFive.

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Motivational Type

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1. I am an entrepreneur

The result of analyzing my depth motivation says that I am an 'entrepreneur' type.

The Sense.Ai.tion GmbH documentation provides a brief overview:

[link][<https://doc.senseaition.vom/twentyfive/portraits>]

Entrepreneurs are personalities who take action. Whether they discover opportunities or are confronted with problems, they do something. They have visions and usually act intuitively. What they want to achieve should make sense. They like to be reflected by a friend or partner.

Relationship: As a complement to their own personality, it is important for the entrepreneur to have someone by their side who takes care of order and regularity while ensuring that things move forward. For the need for enforcement, it is important to be able to decide freely and then be supported in an uncomplicated manner. Anything that restricts his freedom is perceived as a hindrance. Adventure and variety are also good for the partnership. The entrepreneur needs assistance.

Decision: An entrepreneur looks at various alternatives when making decisions. How can I better realize my vision? They look at potential successes, profits, speed, independence and progress. The basic needs provide further clues for our decisions. If I want to assert myself, I need to be strong. Sports activities where I can train my strength and win are important to me. I like fast cars. I don't want to be blocked in my path by emotions, but to achieve something in the end that also releases positive emotions in everyone involved.

Career: In their professional careers, most entrepreneurs strive to climb the career ladder, to be successful and to be able to make as many decisions as possible themselves. They want to be able to freely shape their work on the basis of target agreements and clear framework conditions. The corporate culture should allow or even support them to try out new paths and take risks. Successful entrepreneurs use the special experiences and skills that match their personality, such as assertiveness and inventiveness. The entrepreneur's thinking, feeling and actions need challenges and freedom of movement.

Learning: An entrepreneur learns through attractive, new examples, if these have to do with success stories or surprising solutions to problems, and by simply trying things out: 'learning by doing'. Pictorial representations and films (visualizations) with challenging content are helpful. Each basic need has a particular way of learning. The enforcement need would say about itself: I really enjoy adventures. This also applies to learning. I need to actively engage with things and let my imagination run wild.

Motivation: Entrepreneurs are positively motivated when they can face exciting challenges. To do this, they need freedom, sufficient reserves of energy and vision. If they want to achieve something, they use their expertise and empathy. Depending on the situation, the need for belonging, safety and recognition may also become apparent. In most cases, however, the desire to get ahead and be successful has the highest priority. Emotionally, they

are characterized by the need for enforcement. The motivation for enforcement strives for growth and likes change.

Well-being: An entrepreneur is doing well when their most important needs are being served: To be able to develop freely, do what is important in the moment without hindrance, experience adventure and enjoy success. Above all, this requires the freedom to determine your own actions in everyday life.

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1.1 The dynamic team

Everyone has conflicting basic needs, which usually unconsciously argue about what we should or should not do.

In entrepreneurs, enforcement is at the top of the inner team. He is a typical decision-maker and doer.

In order to choose the right thing for himself, he uses his intellect (rationality) and his empathy.

In the entrepreneur's inner team, the enforcement, rationality and empathy personality traits usually work closely together.

For him, the issues of recognition and belonging are also important, but not always.

He knows what he can do. But he does not strive for accolades at any price.

The entrepreneur loves his family and friends. They reflect him and advise him. But he will not bend himself to please them.

If we think of the inner team as a round table conference, then 'safety' sits across the table from 'enforcement'.

Safety has the greatest distance from the need for enforcement. It usually doesn't take its warnings very seriously: "Yes, it could sometimes be dangerous and everything I do is not necessarily healthy. But for me, risks are part of life."

These two opposing personality traits observe each other skeptically and report back to the conscious mind with thoughts and feelings.

We feel blocked if we forego a new adventure for safety reasons. Of course, it is sensible to go to work regularly and do what we have committed to. But having to submit simply pisses off our assertiveness side. It wants to force its way through and not obey a system or a superior or a partner.

On the other hand, we panic when we ignore danger. The assertiveness part wants to take a direct route to its destination and

would have no problem crossing a highway on foot. It would simply start walking. Drivers will probably see him and brake or swerve, he thinks. Good thing there's a safety page.

Our self-control needs these conflicts.

We want to decide for ourselves what risks we take.

We want to act in a self-determined way, so it's about our individual priorities.

As entrepreneurs, we sacrifice safety a little more than other personalities.

But everything has to be kept within reasonable limits.

For reason, we also have two opposing types in our inner team, rationality and empathy, which help entrepreneurs to find their way in life, recognize opportunities and risks and make the best decisions from their point of view.

Rationality: On the left side of the table sits this logical thinking and clear facts oriented part of the personality, which we call the mind. Opposite it is the need for empathy.

Empathy: We are able to empathize with the emotional consequences of our ideas and thoughts. We usually use the right hemisphere of the brain for this, where stories and moods are formed in order to generate a feeling for the possible connections and consequences.

We need both sensing sides if we want to make sensible decisions.

Even when it's just a matter of writing a computer program, we use warm-hearted empathy alongside ice-cold thinking.

It has access to our intuition, uses imagination and, with its experience, can probably best assess how the users of our programs will work with it.

In addition to these two assistants, the relationship experts also sit at the table: the need for knowledge is accompanied by the

need for recognition.

Next to the personality part that ensures our empathy is our striving for belonging.

In spiritual terms, these representatives correspond to powerful deities:

Recognition: If we want to be appreciated by others, we need facts to guide us, which the God of Recognition provides.

Belonging: If we are looking for closeness to our fellow human beings, empathy, the goddess of empathy, helps us.

The self-management of a successful person of the entrepreneur type makes use of the entire inner team, because this means that all the different areas of experience and perspectives with their complementary skills are available to him.

In the best case, we succeed in using all the powers of the unconscious for our concerns.

![PAGEFULL][<http://texorello.org/de/W33C0P0>][TwentyFive
- From the powers of the unconscious][When all basic needs are well taken care of, the enormous powers of the unconscious are available to develop our lives in a direction that fits our profile][W25C4P1I1]

Those who are at peace with themselves and in inner balance not only take comprehensive care of their own needs. They also naturally develop more strength and creativity, which benefits their personal environment.

In terms of their personal orientation, entrepreneurs can be compared to people who take care of their company, employees, customers and family.

Yes, he wants to assert himself, but not as an egocentric, but in the sense of all those with whom he has a relationship and in line with his vision for the future.

1.2 Good feelings of the entrepreneur

Feelings show us whether we need something so that we can take care of it in good time.

But they also signal when we are well taken care of so that we can move on to other issues.

When a single basic need is hungry, it knocks on the door of our consciousness with emotions.

Each personality part expresses its feeling of satiety or hunger in its own way.

There is a sensing scale for every basic need. Entrepreneurs pay attention to their feelings:

Enforcement

More than enough: We feel euphoric, invincible, unstoppable, as if we can lift off the ground.

Too little: It is a feeling of blockage or bondage. Our muscles are tense and our anger can grow to the point of hysteria.

Rationality

More than enough: We firmly believe that we know the path to our goal, which we will blindly follow.

Too little: It looks as if we can no longer see our way through. We are confused and desperate for rationality.

Empathy

More than enough: reality is barely recognizable. Everything seems to have merged with everything else. The contours dissolve, the colors flow into one another, as if in a frenzy.

Too little: We feel desperate, as if we are in a conflict with opponents who oppress us but whom we cannot see.

Satisfaction

We are satisfied with ourselves and our lives when all our basic needs are adequately met.

The human 'operating system' controls itself via these conflicts, because this is how we stay awake for a behavior that also ensures our life in the community, that allows us to survive.

From childhood onwards, we learn to pay attention to opposing forces. For example:

- We want to cross the road quickly (enforcement) and slow ourselves down to sensing approaching cars (safety).
- We want to feel comfortable in the family (belonging) and block this need when we realize that others do not value us (recognition).
- We want to act logically correct (rationality) and slow ourselves down when our feelings warn us not to offend someone (empathy).

Deep inner satisfaction is the result when we take these counterforces into account appropriately.

But what is appropriate?

We acquired our basic emotional knowledge in childhood.

Back then, we could do nothing at first but cry when we felt uncomfortable and suckle at the breast when we were finally picked up.

Later, when we were able to reach for something, crawl and then walk, we were surrounded by people who were always bigger and stronger and more competent and probably smarter than us.

They taught us:

You can do that!

You are not allowed to do that!

If you disobey, we'll punish you.

Or:

We don't tolerate this kind of behavior in our family (later: in our school and then at some point: in our entrepreneur).

We'll tell you what to do.

Follow our instructions if you want to be happy with your life. That's what the educators say.

For young people with a high need for assertiveness, childhood, adolescence, education and later work and family life can be a torture.

What we learned as a child permanently determines our feelings and these in turn determine the framework within which we are allowed to behave, until we decide to lead a self-determined life and no longer accept the mostly nonsensical commandments and instructions of those in power.

It is easier for entrepreneurs to assert themselves against their internalized educators than many others, because they have always wanted to determine their own behaviour.

Even as a child, they stood out with their strong will and over the course of their lives, they have trained themselves how best to look after themselves.

1.3 Self-determined decisions

As self-determined people, we act at our own risk and cannot blame anyone if we fail.

It is our risks and, in case of doubt, our own failures that we learn from in order to be better equipped for the enforcement of our plans.

An entrepreneur creates attractive goals for himself:

- What do I want to do?
- What will I enjoy doing?
- What will it look like when I get there?
- Can this vision be improved?
- Maybe I can improve my picture of the future with a few more colors, make it sharper or richer in contrast?

These are questions that our need to assert ourselves can easily answer.

It makes sense to orientate yourself in a second step and plan the rationality with feeling (empathy) and understanding (rationality).

- What effects will I achieve emotionally?
- Are the plans responsible?
- Where am I today?
- Where exactly is my goal?
- What are the ways to get there?
- Are these feasible for me?
- Do I need additional skills or supporters?
- What ideas can help me realize my goal?
- If I am so extensively oriented, should I adapt or supplement my goal?

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After the entrepreneur has mapped the goal and its achievement as a vision and an implementation plan in his imagination and mind, he can ask himself an important question:

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Ende der Leseprobe

Das vollständige Buch finden Sie bei Amazon.

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