



START-UPS AND BUSINESS FOUNDERS

BE YOUR OWN BOSS

Setting up businesses and successfully taking the path to self-employment

Anyone who wants to successfully start their own business should not only have the necessary capital, expertise and good ideas. Successful self-employed people are also characterised by strong social skills. With DNLA you can recognise and develop these.



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Goals and benefits:

- To assess the current position and future perspectives: Where do I stand? What do I want? Where can I do better and where do I need to improve? How can I achieve this?
- As positive feedback on one's own strengths and to strengthen one's self-confidence.
- To support personality development and to build up crucial social and entrepreneurial skills.
- Use in the pre-founding phase, for coaching potential founders and to identify support needs and in order to build up missing potential.
- Targeted promotion of leadership skills, management potential and entrepreneurial thinking and acting.

Method:

- Online-assessment of personal potential and of the current level of the basic success factors in the area of social competence. If relevant, the analysis will also include success factors in the areas of management and leadership, client-service and sales.
- Benchmarking against the requirement of different target positions and job profiles possible.
- Individual support and development plans.
- Comprehensive evaluation, certificate of strengths.
- As a personal assessment, or integrated into special counselling processes and support programmes.
- Individual action and development plans, tailor-made development programmes, (individual support, coaching, counselling).
- Follow - Up: Measurement of the change in potential for sustainable development of potential.
- Measurement of intercultural competence and agility, and the willingness and the ability to lead.

Clients and sample projects:

- Part of support programmes for prospective founders in the pre-start-up phase.
- Use in university business incubators.
- DNLA as a service for excellent founders in the high-tech sector (medical technology, 3D printing, security technology and others), as part of the award and support that the entrepreneurs receive for their companies.

