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# **Mindset before Tools & Action**

## **MBTA®**

**- Worksheet -**



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# **Mindset Before Tools & Actions®**

- ☛ During your entrepreneurial journey you will apply many tools & actions in order to build your organization and teams.
- ☛ The basis for success is to first develop an understanding of the mindset behind all these tools & actions, instead of just doing things for the sake of doing things!
- ☛ This worksheet helps **You** to reflect and thus build & develop **Your** own mindset!



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# Mindset

**Motives** What are your personal motives?

**Values** What are your personal values?

**Purpose** What is your purpose?



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# Mindset

**Expectations** Do you really want to become a founder?

**Characteristics** Which competences are needed?

**Roles** What does it mean to become a founder?



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# Tools & Actions

**Business Idea** What problem do you solve?

**Value Proposition** Which values do you create ?

**Brand Identity** What is your brand personality?



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# Tools & Actions

**Business Model** How do you generate revenue?

**Target Group** Who is your customer?

**Positioning** How does your market look like?



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# Tools & Actions

**Organization** How do you generate revenue?

**Processes** How do you set and manage processes?

**Leadership** How do you motivate and lead teams?



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# Let's get connected!



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