



# The Start-Up of You: Adapt to the Future, Invest in Yourself, and Transform Your

*Lauren E Jones*

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# The Start-Up of You: Adapt to the Future, Invest in Yourself, and Transform Your

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Entrepreneurship is the process of starting a business or other organization. The entrepreneur develops a business model, acquires the human and other required resources, and is fully responsible for its success or failure. Entrepreneurship operates within an entrepreneurship ecosystem. Contents : Preface 8 1 What Are Interpersonal Skills and Why Are They Important to Entrepreneurs? 10 1.1 What are Interpersonal Skills? 10 1.2 Soft Skills: A Topic of Study and Consideration Throughout History 10 1.3 How Does Developing Your Interpersonal Skills Make You a Better Entrepreneur? 11 1.4 Key Points From Chapter 1 12 1.5 Quiz – Reviewing Concepts From Chapter 1 13 1.6 Answers to Quiz for Chapter 1 15 2 Communication Skills That Set Business Leaders Apart 17 2.1 Why Are Communication Skills Important for a Business Owner? 17 2.2 Active Listening and How It Can Boost Your Sales 19 2.3 Common Barriers to Communication 26 2.4 Body Language: What People Are REALLY Saying 28 2.5 How to Communicate Effectively through Multi-Media Outlets 33 2.6 Key Points from Chapter 2 38 2.7 Quiz – Reviewing Concepts From Chapter 2 38 2.8 Answers to Quiz from Chapter 2 40 3 Public Speaking Tips for Business Leaders 42 3.1 Be Prepared 42 3.2 Stay Positive 43 3.3 Tell 'Em a Story 44 3.4 Don't be Self-Conscious 45 3.5 Seek Professional Help 45 3.6 Key Points from Chapter 3 45 3.7 Quiz – Reviewing Concepts From Chapter 3 46 3.8 Answers to Quiz from Chapter 3 47 4 Winning Persuasion and Negotiating Skills 49 4.1 Winning Persuasion Tactics for Business Management 49 4.2 Build Stronger Relationships as You Negotiate 52 4.3 Key Points from Chapter 4 55 4.4 Quiz – Reviewing Concepts From Chapter 4 56 4.5 Answers to Quiz from Chapter 4 57 5 The Assertive Entrepreneur: How to Be Heard in Business 59 5.1 Assertion vs. Aggression 59 5.2 Timing 59 5.3 Word Choice 61 5.4 Assertive Body Language 61 5.5 Clarity 62 5.6 Key Points from Chapter 5 62 5.7 Quiz – Reviewing Concepts From Chapter 5 63 5.8 Answers to Quiz from Chapter 5 65 6 Resolving Conflict 66 6.1 Conflict Resolution in The Workplace 66 6.2 Learn and Practice Assertive Communication Skills 66 6.3 Establish Healthy Boundaries 67 6.4 Seek First to Understand 67 6.5 Key Points from Chapter 6 68 6.6 Quiz – Reviewing Concepts From Chapter 6 68 6.7 Answers to Quiz from Chapter 6 70 Executive Education-170x115-B2.indd 1 18-08-11 15:13 7 Be a Source of Inspiration 72 7.1 Integrity 73 7.2 Empathy in the Workplace 73 7.3 Validate Emotions 73 7.4 Be Part of the Solution 74 7.5 Key Points from Chapter 7 74 7.6 Quiz – Reviewing Concepts From Chapter 7 74 7.7 Answers to Quiz from Chapter 7 76 Resources 78

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