

# ERASMUS+

Project no. 2018-1-R001-KA204-049335



**“Incredible Practitioners to empower adults with disabilities through Education, Employment & Social Entrepreneurship”**

Which hobby is it? <sup>1</sup>

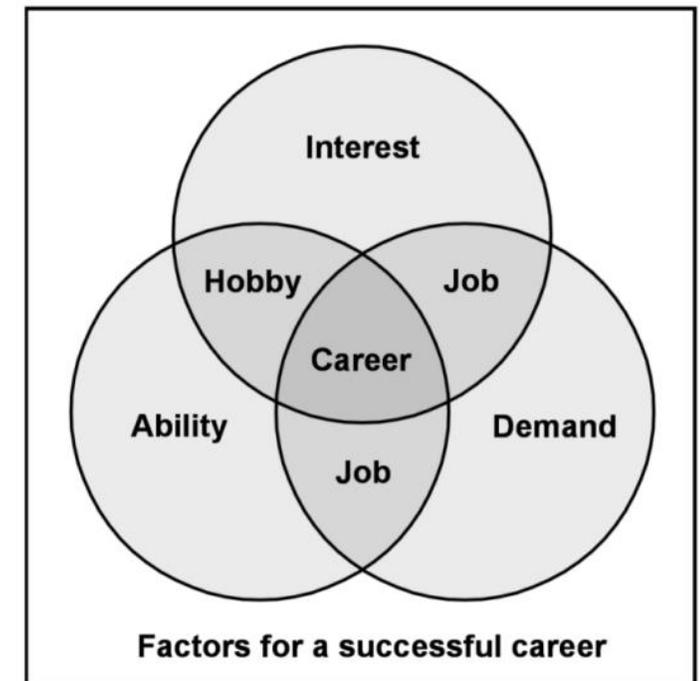
Klammerkarte

skating		playing soccer
walking the dog		playing tennis
playing tennis		playing music
riding a horse		reading
skiing		skating
riding a bike		playing tennis
skiing		dancing
reading		swimming
cooking		skiing
riding a horse		cooking
riding a bike		playing soccer
drawing		swimming

## PASSION

The question of finding your passion is not discovering what you like, but what you would be willing to suffer for to keep doing. You've found your passion when you will continue to pursue it despite what it may cost you.

Passions are powerful, so you think they'd be easy to identify. They are not. We may live and breathe them, but we may give no thought to them the way we give no thought to the air around us. You can't see a passion just like you can't see wind – you have to search for what it moves you to do.



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**Entrepreneurial passion** is a motivational construct characterized by positive emotional arousal, internal drive and engagement with personally meaningful work that is salient to the self-identify of the **entrepreneur**.

Entrepreneurs who convey passion are more persuasive, motivated, have larger social networks and more social capital. As a result, they have more income, sales revenue and growth in sales and earnings compared with entrepreneurs who are less passionate . Passion is therefore is critical to an entrepreneur’s success.





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Passion is palpable. Passion effects how customers, investors and employees view the entrepreneur and their product. When they can feel the entrepreneur’s passion, they may be more persuaded by it; and for good reason. To these individuals, passion is a strong indicator of:

- a. Degree of motivation
- b. Level of commitment
- c. Confidence in their vision
- d. If they will persevere in the face of obstacles
- e. How well they can lead people in their venture
- f. Persuasion skills

It is therefore necessary to display passion when communicating with customers, employees and anyone making funding decisions as it will help persuade them to support the venture or vision.



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## **Passion and decisions**

Entrepreneurs must be passionate when pitching to an investor making funding decisions, selling to a customer or hiring new employees. Passion will boost their confidence in their evaluation of the business plan, product, company, team and the entrepreneur.

However, passion alone is not sufficient to influence decisions. When passion is integrated with a substantial business plan, product or service the entrepreneur will be evaluated more favorably. When a passionate entrepreneur’s business plan lacks substance, their product fails to deliver as promised or their service is insufficient, the entrepreneur will likely be viewed as fake, manipulative and insincere.

The amount of passion displayed also has an effect on decisions. If the entrepreneur displays too much passion, it may appear as if they are not genuine, desperate or pretentious. Of course too little passion can result in being perceived as not being completely invested in the venture or not confident about the product, service, company or team.

It is essential that entrepreneurs display an appropriate amount of passion and that their passion is supported by an amazing product, service or business plan. Passion will facilitate persuasive arguments, the buying process and funding decisions. Entrepreneurs who convey passion will sell more, earn more and convince more, all contributing to the success of their venture.

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