

Workshop Emotional Intelligence for Entrepreneurship

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Author book: Innovation and
Collaboration in the Digital Era

Board member Forum

Knowledge4Innovation in the
European Parliament

Chair WG Innovation

Ecosystems at AIOTI

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24TH MARCH 2023



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Or....

WORKSHOP
EMOTIONAL
INTELLIGENCE FOR
ENTREPRENEURSHIP



Or... the secret of survival and success

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Or....

WORKSHOP
EMOTIONAL
INTELLIGENCE FOR
ENTREPRENEURSHIP

Do you want to
be of the
only 1-3% of
entrepreneurs

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Jara Pascual

Jara Pascual, MBA and Master of Telecommunication Engineering, is founder and CEO of Collabwith, an author and an entrepreneur focused on innovation. Collabwith is an online platform bringing people together and encouraging collaborations online and offline. As board member of the Forum Knowledge4Innovation, her voice is heard regularly at the European Parliament discussing the topics of female investment, digitalization, from Lab to Market and academia-industry collaboration. Chair of the WG Innovation Ecosystems at AIOTI, board member at AMIT-MIT. She is also the host of the Innovation Podcast "Business of Collaboration". She writes about innovation and collaboration management for different online magazines, is a telecommunications engineer and has worked for 15 years in Innovation Management doing transformational innovation culture and projects in a number of Fortune 500 Companies and R&D Labs.



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Agenda



EMOTIONAL INTELLIGENCE

STARTUP JOURNEY

BASICS EMOTIONS

ENTREPRENEURSHIP JOURNEY CANVAS

COLLABORATION

COLLABORATION CANVAS

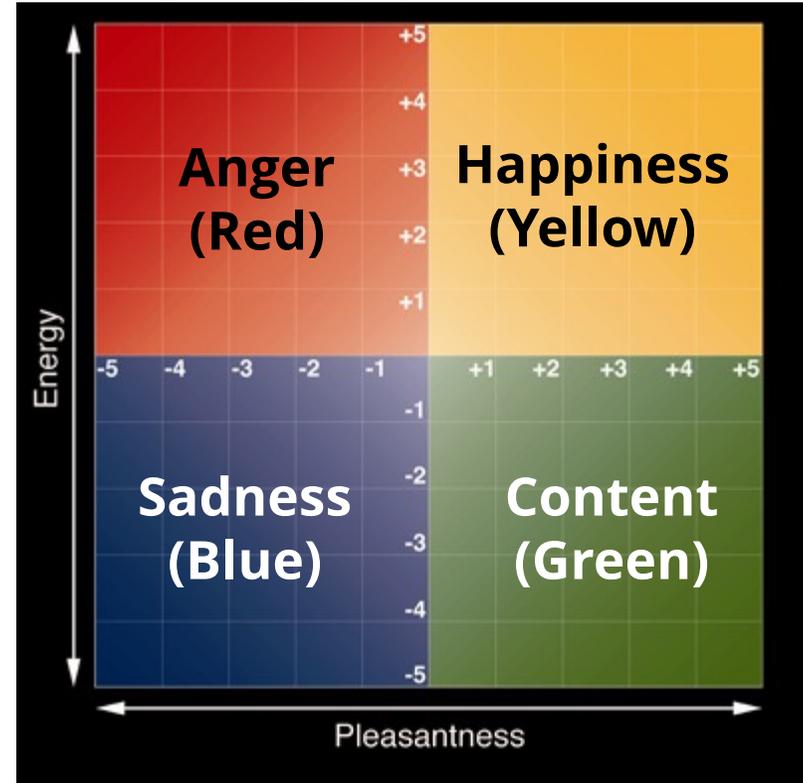
COLLABORATION STARTUP-INDUSTRY

What is your mood?

What are you feeling now?



5 min. activity
3 min. presentation



RULER Mood Meter

Questions to reflect

breathe

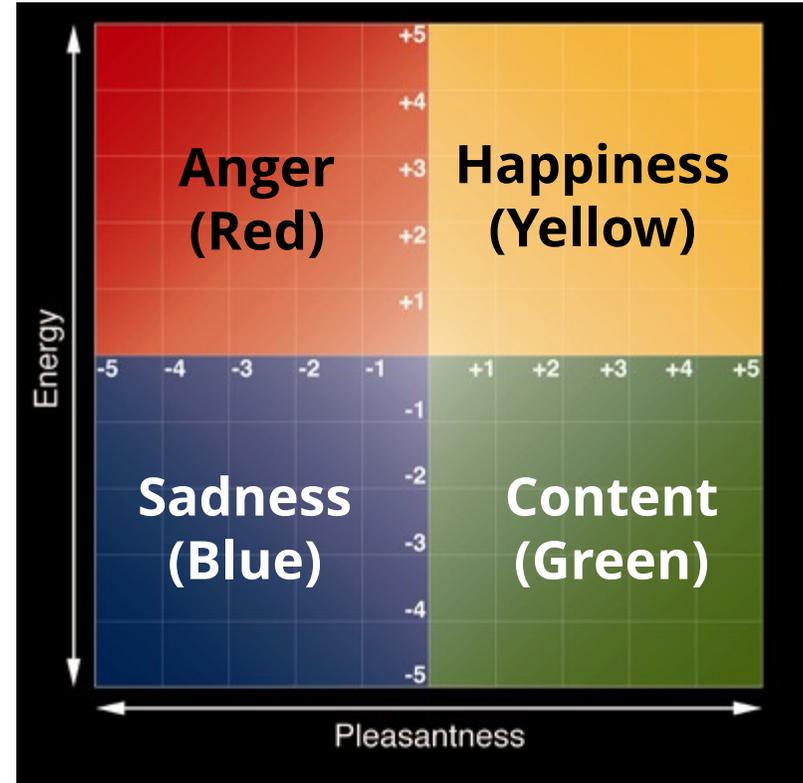


What is your mood?

What are you feeling now?



5 min. activity
3 min. presentation



RULER Mood Meter

Questions to reflect

Introduction to emotional intelligence

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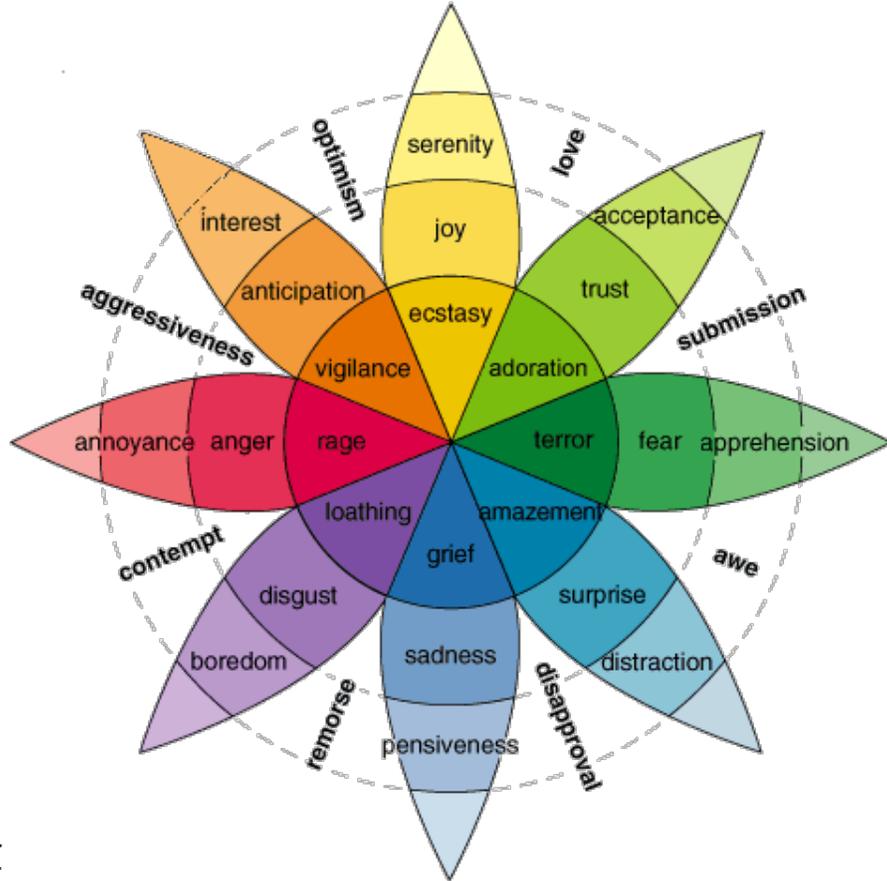


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**It does not matter what
you think, but what you
feel and how you make
people feel.**

What is emotional intelligence?

Emotional Intelligence is a skill or ability in the case of the trait EI model, a self-perceived ability to identify, assess, and control the emotions of oneself, of others, and of groups.



What are the emotions of you and others?

Perceiving Emotions the ability to recognize how you and others feel.

What is the cause of these emotions?

Understanding Emotions the ability to understand people's emotions, what causes emotions, and how emotions change.

How will you sustain or move these emotions?

Managing Emotions the ability which allows you to harness the power of your emotions to make effective decisions and choices.

What emotion are most helpful

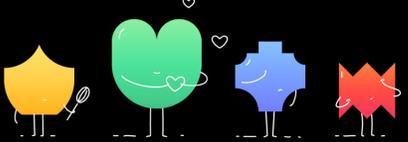
Using Emotions the ability to generate emotion, and to reason, think and create with this emotion.

MOOD METER

Bui me

A gift of research emotion

Build



A journal for your wellbeing

Sign up →

Expand your emotional vocabulary. Discover the nuances in your feelings.

Learn what's causing your feelings over time.

Use strategies to regulate your feelings; enhance how you manage your life.

Use reminders to check-in on your feelings throughout the day.

Report on how your feelings are affecting your decisions, relationships, and performance.



<https://howwefeel.org/>

Questions
to reflect

How are you with your emotional intelligence skills?



5 min. activity
3 min. presentation



Startup journey

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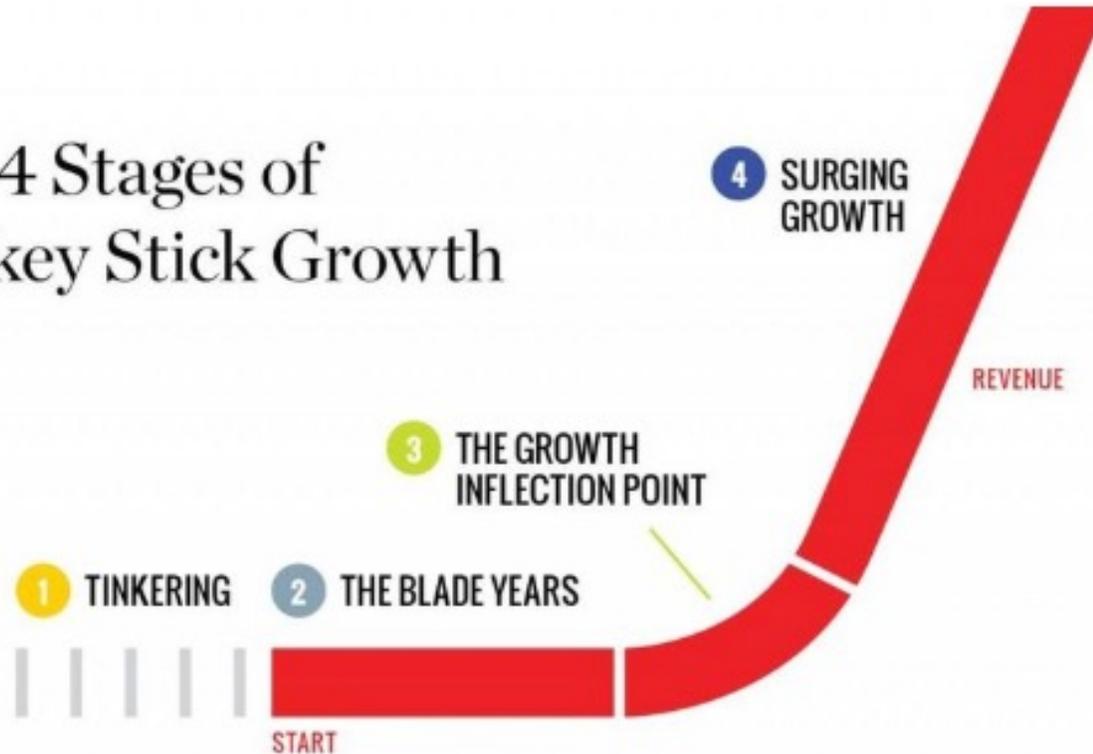
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Startup journey

“It’s an interesting stage, because it’s the hardest type psychologically and physically, and it’s also when the most important work is being done for the business”

The 4 Stages of Hockey Stick Growth



“It’s also a time when the founder him or herself is doing a lot of the heavy lifting and handling important aspects of the business – selling, product development, customer service – and they’re also learning like crazy.”

Questions
to reflect

Where Are You Now In The Hockey Stick Growth?



5 min. activity
3 min. presentation



Emotions vs Hype Curve



Successful start-up founders spend the blade years doing whatever they can to make the early adopters or customers happy

Emotional stages during the startup journey



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Questions
to reflect

How Do You Feel During Your Past And Current Stage Of Your Startups?



5 min. activity
3 min. presentation

Basic emotions



Engagement is about motivation

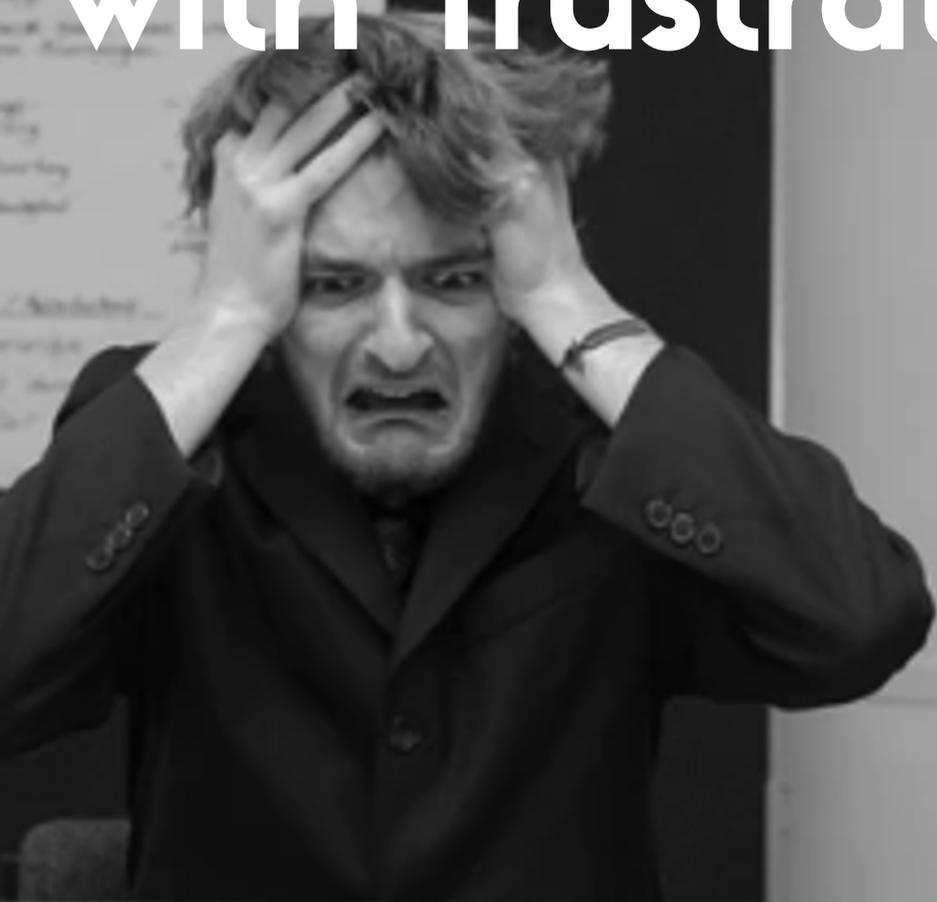
Engagement vs. Motivation

Both requires needs to do something, incentives and to identify problems, for instance emotional intelligence skills.

Motivation is connected to Self-confidence



How to deal with frustration?



Identify all the goals we have not yet achieved

Search for alternative targets

Accepting obstacles

Give yourself permission to make mistakes

Free yourself from all guilt

Do not place over-dimensional expectations on people or circumstances

Focus on the things you've been able to accomplish so far

Be compassionate to yourself



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Assertiveness as a path to self-esteem

Assertiveness is the ability to assert one's own rights, without allowing oneself to be manipulated and without manipulating others.



Empathy

Empathy is the foundation of relationships, a person who recognizes the signals hidden in the behaviour of others much earlier and find out what they need.

Empathy provides a foundation for guiding our behaviour towards others.



How to deal with difficult people?



It is the person prepare to communicate?

Don't take the comments personal

Be empathetic and assertive

Hear his perspective, and put the focus on the context

Protect yourself with Self-Esteem not with Ego

Questions
to reflect

How do you deal with frustration and motivation?



5 min. activity
3 min. presentation

Manage Urgencies vs Priorities

**FRUSTRATION IS COMING OUT
WHEN YOU ARE NOT AWARE OF
WHAT IS THE URGENCY**

**Trust in the product or confidence in
yourself**

**Confidence with uncertainty is not
about controlling
(confidence activates resources and
with control you activate fear)**

	URGENT	NOT URGENT
IMPORTANT	<p><u>Quadrant I</u> <i>urgent and important</i> DO</p>	<p><u>Quadrant II</u> <i>not urgent but important</i> PLAN</p>
NOT IMPORTANT	<p><u>Quadrant III</u> <i>urgent but not important</i> DELEGATE</p>	<p><u>Quadrant IV</u> <i>not urgent and not important</i> ELIMINATE</p>

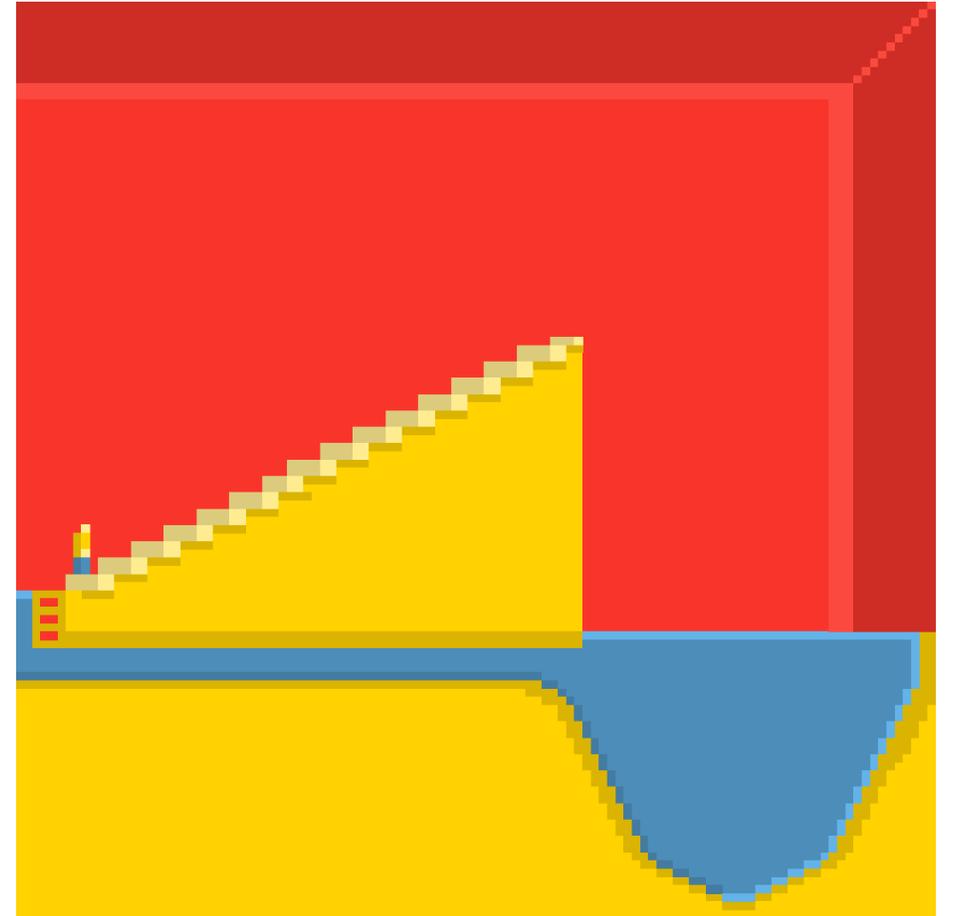
Why Resilience?

Your feelings need to be managed.

You need to feel before you think, to know how your feeling is affecting your thoughts.

The perception of the emotions and the cognitions help us to cope with difficult situations, and the resilience in turn help us to recover quickly.

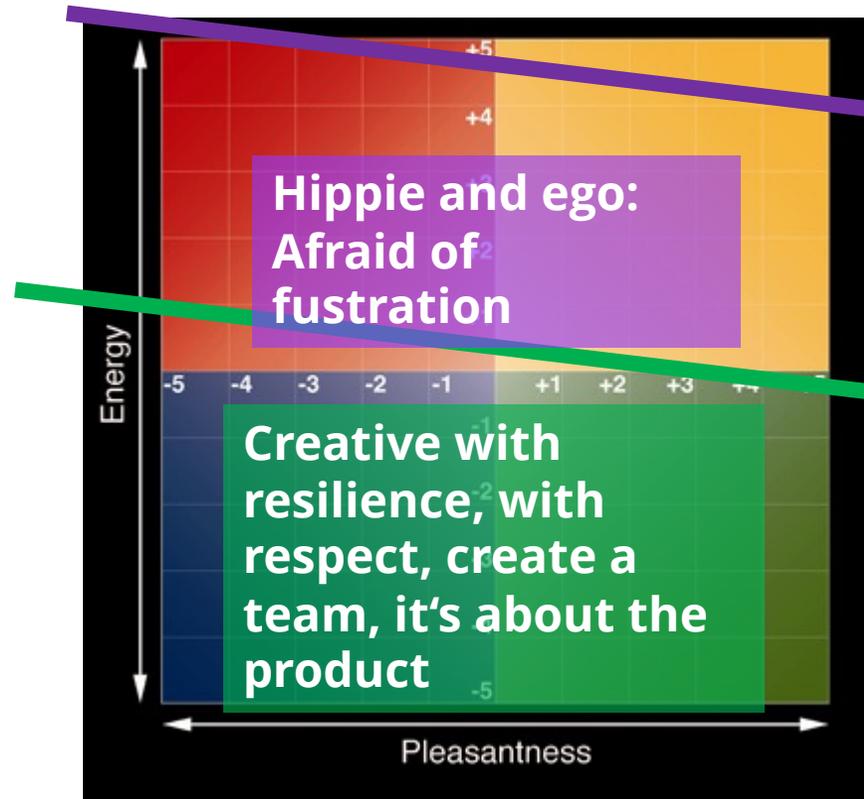
Positive attitude and optimism are the ability to manage emotions, and the ability to see failure as a form of helpful feedback.



The Mood Meter

Anger, frustration
To start
No business

Sadness
Error checking



Happiness
Brainstorming
No business

Content
Ready, steady, go!

Entrepreneurship journey canvas



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STARTUP JOURNEY CANVAS

DATE

Dream and do!

FOCUS ON MENTORS:

(You need mentors for every phase and different mentors for each part of your business, ask for help, when you need it)

- X for entrepreneurship
- X experienced industry C-level
- X other startup CEOs
- X psychologists
- X business coaches

EXPERT ON BOARD:

(You need expert knowledge to help you during your journey, ask for help when you need it)

- X do you need to backup your idea with research?
- X do you need to get answers to your questions?
- X do you need to know about marketing?
- X do you need an advisory board member?

CREATIVE INNOVATION:

(Innovation is the key to success, as well for startups plus a diverse team)

- X innovation is generating value from creativity
- X check your customer needs every 3 months
- X be creative to create your income streams
- X be creative with marketing, communication and brand awareness
- ...

FUNDING DIVERSITY:

(There are different ways of looking for funding, make a list of funding options and income opportunities)

- X business angels
- X accelerators
- X public national and european grants
- X customer contracts
- X partnership contracts
- X consulting services you can provide
-

RESILIENCE READY:

(It's your own story, you can do whatever you want. And you train yourself in emotional intelligence skills)

- X start I: deal with frustration and learn to breath
- X start II: build resilience, manage expectations
- X customer: be calm, understand its fear, build trust
- X business: manage customer frustration & expectations
- X growth: create a psychological safe team with EI
- X leadership: listen, respect, open minded, kind, solution driven, togetherness and celebrate milestones.

INDUSTRY CUSTOMERS:

(Collaborate with your customers, partners, associations academics, NGS, etc. Be strategic and make a list!)

- X be open minded
- X listen
- X be creative on ways to work together
- X focus on solutions
- X understand their needs and issues
- X collaborate with your supply chain and value chain
- X collaborate with your customers!



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Questions
to reflect

What kind of experts do you need in your board?



5 min. activity
3 min. presentation

«I'm still very inclined towards an analytical, numerical mindset but learned to complement it with an additional layer of emotional intelligence skills and hope to expand on them even further.»

Alexander Gunkel
Founder & CEO Roadeo & Space4Good

Collaboration



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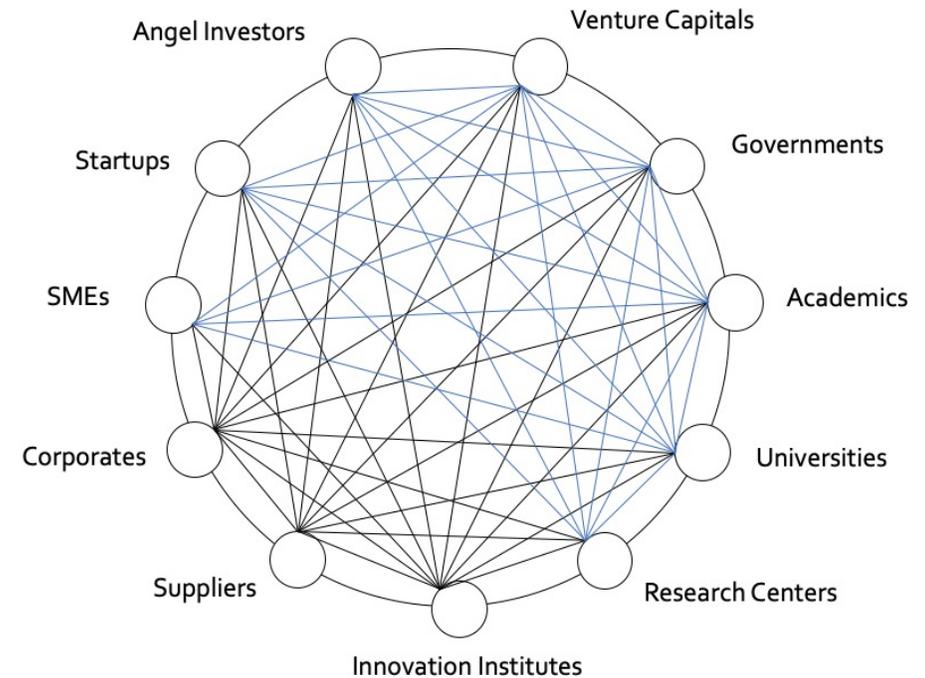
Collaborating for innovation is an activity that can comprise co-brainstorming, co-creation, co-design, co-research, co-develop, co-prototype, co-implement, co-execute, co-go-to-market, co-adopt with experts, academics, startups, investors and other types of partners you can imagine in your value chain and ecosystem, for instance. Innovation cannot be done alone, you might need to collaborate with academics to understand some parts of your idea, technology or concept, or maybe you need to know who can produce your new product, so you have to be an active part of your industry and in the ecosystem you are in.

Jara Pascual

Author book "Innovation and Collaboration in the Digital Era"

Collaboration for Innovation has many opportunities

Collaboration with Academia, Startups, Industry, Government, Suppliers, Research centers, etc.



Questions
to reflect

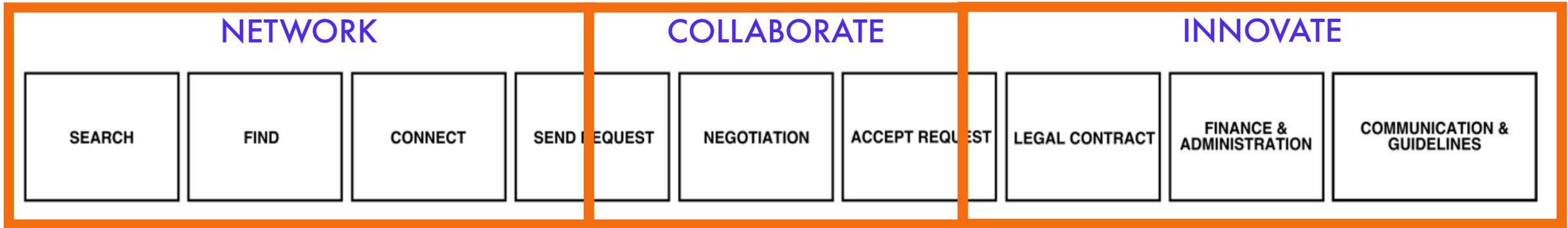
With whom would you like to collaborate?



5 min. activity
3 min. presentation



Collaboration journey



External Journey

Internal Journey

Actual Collaboration

knowco collaborwith My Dashboard Marketplace Find Academics Find Universities Find Start-ups Find Professionals Hi, Jara! Sign out

Marketplace opportunities
The marketplace offers the possibility to share opportunities with the Knowco Collaborwith community. You can add search enquiries and offers here and find them. [Add an opportunity](#)

Additionally, you can find services and resources for various research domains along with integrated data analytics tools of the European Open Science Cloud on the EOSC Marketplace.

Find opportunities

Searching...

Challenge > By Community Manager 2020-10-02

NASA Space Apps Challenge: CONNECT
→ All challenges categories are available here: <https://2020.spaceappschallenge.org/challenges/>
→ Challenge: CONNECT
<https://2020.spaceappschallenge.org/challenges/connect/>
Connection empowers us to take action together. Challenges in this category will

Challenge > By Community Manager 2020-10-02

NASA Space Apps Challenge: CONFRONT
→ All challenges categories are available here: <https://2020.spaceappschallenge.org/challenges/>
→ Challenge: CONFRONT
<https://2020.spaceappschallenge.org/challenges/confront/>
From natural disasters to social and economic inequality, there comes a time

Hi, Jara! Sign out

My Profile

My Recent Requests

My Recent Offers

My Recent Connections

My Recent Challenges

My Recent Resources

My Recent Timelines

My Recent Expectations

My Recent Impacts

My Recent Goals

My Recent Tools

COLLABORATION CANVAS

Think outside the box!

DATE

CONCEPT: [Objective, what to do together, purpose, outline, needs, what kind of problems the collaboration is solving]

TEAM: [Who is involved in the collaboration, which kind of role will they have? How to communicate, how to engage with the team, deal with conflict and celebrate milestones]

RESOURCES: [Budget and resources to make the collaboration happen]

TIMELINES: [Kick-off date, duration, milestones]

LEGAL: [Confidentiality, IP ownership, right of use, competition, patents, license]

EXPECTATIONS: [Define objectives per partner]

IMPACT: [Sustainable development goals, balanced economy actions, customer benefits and changed in the industry, transfer of business to the value chain impacted]

TOOLS: [Screening app, messaging tool, video conference, software tools, social media]

COLLABORATION CANVAS

Think outside the box!

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EMOTIONAL INTELLIGENCE CANVAS

It works, if you work it

ASSESSMENT: [HOW CAN YOU CHANGE YOUR TEAM?]	EMOTIONS: [EMOTIONAL GOALS, RESOURCES, RESOLVE, EMPATHY]	CONFLICT MANAGEMENT: [HOW CAN YOU CHANGE YOUR TEAM?]	VALUES OF COLLABORATION: [BE RESILIENT, BE OPEN TO NEW IDEAS, BELIEVE, HAVE A POSITIVE ATTITUDE, UNDERSTAND YOUR PARTNER TO WORK WITH DIFFERENT CULTURES, BUILD TRUST, RESPECT, RESOLVE AND RESOLVE, TRUST IN OTHERS]
HOW DOES YOUR TEAM FEEL?	HOW CAN YOU CHANGE YOUR TEAM?	WHAT IS THE CONFLICT ABOUT FOR YOUR TEAM?	HOW CAN YOU CHANGE YOUR TEAM?
EXPECTATIONS: [Define objectives per partner]	IMPACT: [Sustainable development goals, balanced economy actions, customer benefits and changed in the industry, transfer of business to the value chain impacted]	LEGAL: [Confidentiality, IP ownership, right of use, competition, patents, license]	TOOLS: [Screening app, messaging tool, video conference, software tools, social media]



Questions
to reflect

What is the phase you have more issues with?



5 min. activity
3 min. presentation



Collaboration canvas



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**We want to work
together to make the
product better.**

Amy Edmondson
Harvard Professor, Psychological safety

COLLABORATION CANVAS

DATE

Think outside the box!

PARTNERS:

(who is involved in the collaboration and what are their roles)

CONCEPT:

(objective, what to do together, purpose, outline, needs, what kind of problems the collaboration is solving)

TEAM:

(who is involved in the collaboration, which kind of role will they have?, how to communicate, how to engage with the team, deal with conflict and celebrate milestones)

RESOURCES:

(budget and resources to make the collaboration happen)

TIMELINES:

(kick-off date, duration, milestones)

LEGAL:

(confidentiality, IP co-ownership, right of use, competition, patents, license)

EXPECTATIONS:

(define objectives per partner)

IMPACT:

(sustainable development goals, balanced economy actions, customer benefits and changed in the industry, number of businesses in the value chain impacted)

TOOLS:

(co-working app, messaging tool, video conference, software tools, social media)



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Questions
to reflect

What do you want to do with them?



5 min. activity
3 min. presentation



Startup-Industry collaboration

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Back again to the entrepreneurship journey



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«I just wanted to let you know that I have been using the mood quadrants with my team to check up on their mental state and it has led to very open and deep conversations about the way the team works. So thanks for that inspiration»

Robert Crone
Founder and CEO Fusion Engineering

How to use it every day with your Collab Team?

Assess your self first. What is your mood today? Then, ask to your team

You cannot work efficiently or make decisions, if there are conflicts or people are in the red/blue quadrants.

Common values mean respect, listen and work together.

All of us we are responsible to make it happen. Take action to go to the quadrant you need to be as a Collab Team.

**It does not matter what
you think, but what you
feel and how you make
people feel.**

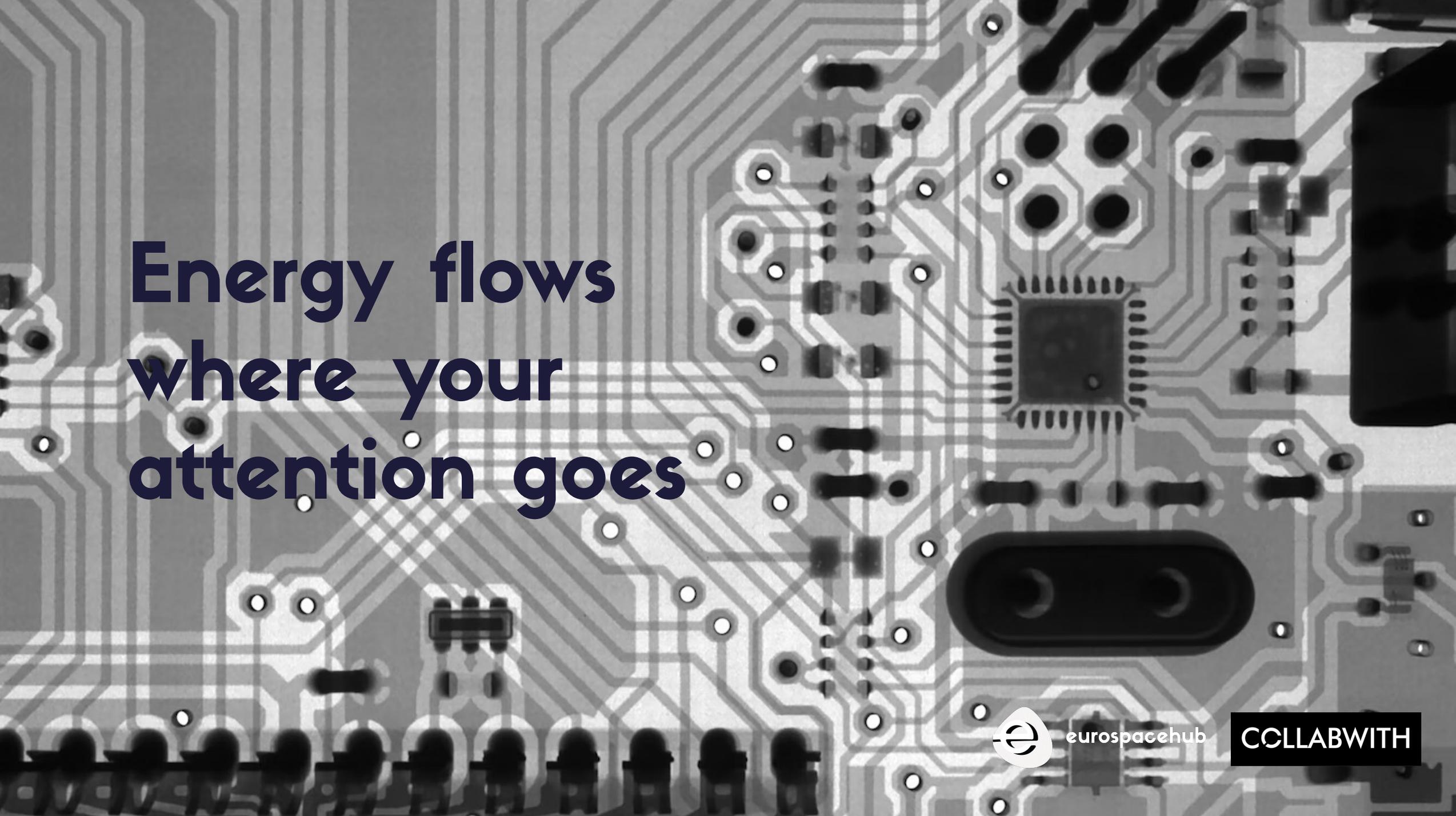
Questions
to reflect

How do you manage your collab team?



5 min. activity
3 min. presentation





**Energy flows
where your
attention goes**



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**We have created a chat
channel for your learning to
share documents**



**Join the EuroSpaceHub platform:
<https://platform.euospacehub.com>**

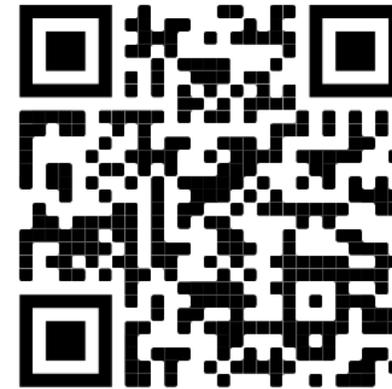


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Download for free your guide: <https://collabwith.com/universities>



NEEDS CANVAS Think outside the box & deep breath!

DATE: _____
Add Collaboration Opportunities & Needs on Collabwith Workbook

THINK WHAT ARE YOU DOING NOW? HOW AND WHAT CAN YOU IMPROVE YOUR PROCESSES?	HOW WOULD YOU DO YOUR BUSINESS IF YOU WANT TO START FROM SCRATCH?	DO YOU NEED DIFFERENT REVENUE STREAMS BY FINDING NEW CUSTOMERS, SERVICES, ETC.
DISCOVER HOW AND WHAT CAN YOU IMPROVE YOUR PROCESSES?	WHERE DO YOU LOOK FOR NEW NEEDS? CUSTOMER RESEARCH, FEEDBACK, PROBLEMS TO SOLVE, CHALLENGES TO OVERCOME, ETC.	LISTEN TO YOUR PARTNERS, CUSTOMERS AND EMPLOYEES. WHAT CAN YOU IMPROVE?
INSPIRE WHERE ARE YOU GETTING INSPIRATION FOR NEW IDEAS FROM? INDUSTRIES, MEETUPS, WORKSHOPS, ETC.	HOW CAN YOU BE GREAT IDEAS FROM OTHER INDUSTRIES TO YOUR COMPANY? MARKETING, SALES, OPERATIONS, WORKPLACE, ETC.	OBSERVE YOUR COMPETITION AND YOUR CUSTOMERS TO FIND NEW BUSINESS IDEAS AND APPLY TO YOUR WAY OF WORKING.
SUMMARY OF PRIORITIES: WRITE DOWN YOUR NEEDS. _____	MAKE ACTION: TRANSLATE YOUR NEEDS INTO ACTION. _____	

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FUTURE CANVAS You have the power to create your future!

DATE: _____
Add Collaboration Opportunities & Needs on Collabwith Workbook

SUMMARY OF NEEDS FROM "THE NEEDS CANVAS":

MAKE A LIST OF STARTUPS YOU LIKE AND RELATED TO YOUR TEAM AND ORGANIZATION.	MAKE A LIST OF RESEARCH PROJECTS AND RESEARCH RESULTS RELATED TO YOUR TEAM AND ORGANIZATION.	MAKE A LIST OF CHALLENGES FROM OTHER COMPANIES.
CREATE YOUR OWN TREND AND TECH RADAR.	WRITE IDEAS HOW COULD YOU COLLABORATE WITH THESE STARTUPS, RESEARCHERS AND OTHER COMPANIES WITH CHALLENGES.	CONTACT THEM, WHO WOULD YOU PREFER TO WORK WITH?
CREATE YOUR OWN INTERSECTION AND RELATIONSHIPS: 		

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Download exercises for innovation each month: <https://collabwith.com/newsletter>

and....

WORKSHOP
EMOTIONAL
INTELLIGENCE FOR
ENTREPRENEURSHIP



What did you learn
today? What can you
do tomorrow?

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Workshop Emotional Intelligence for Entrepreneurship

Jara Pascual

CEO Collabwith

Author book: Innovation and
Collaboration in the Digital Era

Board member Forum

Knowledge4Innovation in the
European Parliament

Chair WG Innovation

Ecosystems at AIOTI

Board member AMIT-MIT

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24TH MARCH 2023



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