

# SELF PREPARATION IN RUNNING BUSINESS

Dwi Sulartiningsih

Economic Faculty Lecturer Slamet Riyadi University Surakarta

## INTISARI

*Mental wirausaha merupakan sikap yang diperlukan untuk menghadapi berbagai situasi. Seorang wirausahawan yang sukses memerlukan kesabaran, percaya diri dan sehat fisik maupun mentalnya. Keberhasilan dapat dicapai dengan bekerja keras serta percaya kepada kekuatan sendiri. Pemikiran-pemikiran yang kreatif dan konstruktif sangat diperlukan terutama untuk menyelesaikan masalah yang mungkin muncul dalam menjalankan usahanya untuk menghadapi perubahan dalam lingkungan bisnis.*

**Kata kunci:** usaha, tantangan, kewirausahaan, pemikiran kreatif dan konstruktif.

## INTRODUCTION

The general condition in the nation today, is felt to be more and more difficult, even the economic condition. To face this condition extra ability is needed. In this case, producers need to make good prediction in order to operate their businesses. They have to be able to take wise policy when their environment change quickly. Thinking quickly and taking an action when there is a change in their business environment are needed in order to be able to complete in their business.

If producers want to run a new business, they must be able to know the possible chances, and even to bear the risk they may face in running it. Competent human resource is needed to be able to complete in such condition. In business, the human resource needed is those who is brave, creative, innovative and able to know opportunity. With such characters, they are expected to run their business well.

## MIND SET CONCEPTUAL

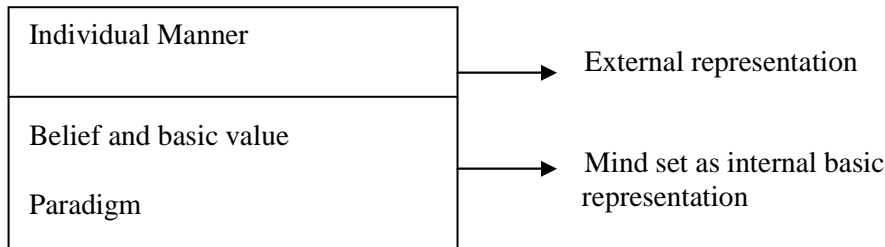
In general, we live in different ages which happens altogether involving the period of globalization, information technology, strategic quality management and management resolution. The influence of them toward social life is such great. When we live in those four ages in the same time, we realize that their influences toward our life is so great.

Each age will affect social life greatly furthermore if previously it took a long time to evolutes social environment, now it takes shorter time. Great changes will occur more rapidly and even they will happen frequently.

To survive in such condition, we have to know how to improve our ability to adapt. The ability needed involves the ability to understand situation, to change policy if needed to take correction action and to complete fairly with others.

Producers need to know how to complete fairly and healthy without ignoring the rules which are made. They have to encourage and improve the ability to learn what are needed to know, paradigm, basic belief and basic value related to the past. It enables us to explore knowledge and competence to other areas.

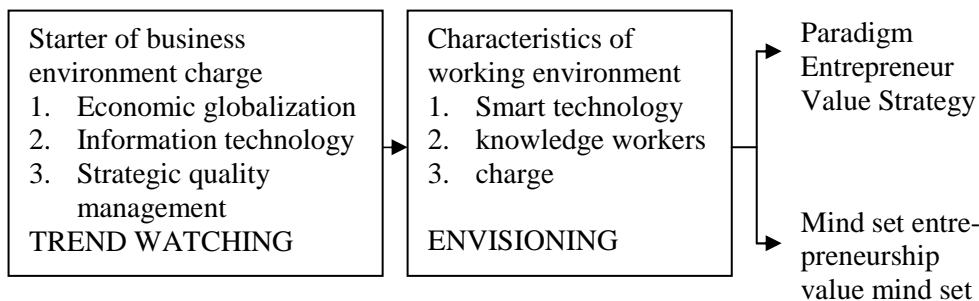
The ability are represented by their physical manner meaning how a person behaves, and their basic mind set those two elements base one's behavior.



Mind set building include four steps :

1. Trend watching
2. Envisioning
3. Paradigm building
4. Mind set

The relationship among them can be represented as following



Trend watching is one's ability to know or identify the change in the future through examining previous event to anticipate the change of business environment condition in the future. By knowing previous events one can predict what will happen in the future, so that the needed steps can be taken. In business producers can take corrective action and change with others if necessary. Smart idea is applicable in such business environment.

The setting of vision to anticipate the charge in the future can be done by taking effective action. Producers need to learn and predict the possibilities which haven't been known before and the chances which may be still burned in many areas. This ability is known as envisioning. Producers have to explore and try many

possibilities to survive and even get chances in running their business. The ability to explore, search and set up effort are needed by producers in this globalization era, especially in order to be complete with others.

Mind set is fixed mental attitude which is embodied through education, experience, data and prediction. It is used to be have and act, it is considered to be the come of one's action. It is able to represent the reality of a territory, enable people to know where they are and to where they go, so that they can plan how they get there. If they don't know the map of the territory, they may lost consequently they can't take decision. Mind set consist of three basic components including:

1. paradigm
2. basic belief
3. basic value

Paradigm is a way used to understand a basic belief as a belief which is placed by some one on something. Based on this paradigm one decides how they have to act, to speak and to think. Basic value is the attitude and character owned by individual, so that it leads him to limit his manner.

One's behavior is characterized by his view on the problems faced. Moreover, people activities based on what they think right. They activities based on "we do what we believe". Value which is believed by individual is the limitation to decide the taken action.

Entirely paradigm, basic belief and basic value give mental picture to take an action. It can be said that we see the world not as it is, but we see it through our mind set. Since the characteristics of working environment can be drawn, the skill and ability to master technology can be owned, so the paradigm which is suitable with such environment is entrepreneur value strategy.

## **MINDSET CONCEPTUAL BUILDING**

### **A. Entrepreneurship Mind Set (Basic Value)**

The basic values of entrepreneurship mind set involves the following:

1. exact
2. innovative
3. careful
4. honest
5. cooperative
6. consistent
7. initiative
8. have individual quality:
  - intelligent
  - mental
  - imaginative
  - sympathy
9. master information technology
10. believe in God

### **B. Basic Belief**

1. With mental entrepreneurship, individual will have competence excellence whether he works in his own organization or other places.
2. Self development is working goal.

### **ENTREPRENEURSHIP MENTAL AND SELF DEVELOPMENT**

There are six elements needed to build strong personality which involve:

1. strong eagerness
2. strong belief on self strength
3. honesty and responsibility
4. physical and mental defense
5. eagerness to work hard
6. constructive and creative idea.

To build strong personality, strong eagerness is needed, that is the eagerness to achieve the goal and life's necessities. Strong eagerness is the key of success which is needed to overcome the problems that are faced to achieve the goal.

Every individual who wants to develop must have self confidence. This belief will prove and give the spirit to achieve the goal. To grow this belief, individual need to know the following.

To grow the strong belief in self-strength, individual has to consider the following:

1. able to know himself as having weakness and strength.
2. believe in himself that he has potency
3. know the goals and needs clearly so that an action can be determined in where, how and when it can be obtained.

One of success key is other's belief in him. To achieve this honesty and responsibility become the main key. There are many things which can grow honesty and responsibility (1) educate himself to predict, obey the law and fair to others, (2) try to be discipline to himself. Self discipline will grow responsibility, patience, and eagerness.

The characters needed by individual to start or even, to run the business are bravery and not easy to give up. To be a successful entrepreneur, individual has to be patient and have healthy mental and physic. Success can be obtained by working hard with self-strength as main power to achieve the goal. Threats may be faced in running the business. Running the business in not always successful. Constructive and creative idea are needed to such circumstance. Such idea will help to recognize the risks. So that the action to overcome the risks can be taken.

### **SELF PREPARATION NEEDED IN ENTREPRENEURSHIP**

Planning is the first management function, as direction how the business will be conducted. With this direction, the steps to run the business are prepared.

In planning, an entrepreneur must have mental attitudes which support his business. These mental attitudes are:

1. self-belief

2. strong-eagerness
3. capable to work hard
4. discipline
5. not easy to give up
6. brave to bear the risk
7. working seriously
8. strong-eagerness to develop
9. fast anticipation

Entrepreneurship needs skill in addition to knowledge and mental attitude. It is needed to perform the tasks quickly and exactly. In entrepreneurship, it become as a means to service consumers. The success of the approach to consumers depends on the individual skill. The basic of entrepreneur are mental attitude and understanding, but his operation is skill. Measurement of one's skill, is the skill to think creatively.

To think creatively, entrepreneur needs practice which includes the practice to solve the problem by basing on knowledge and experience. Basically thinking creatively is the ability to explore imagination power by emphasizing on natural thinking ability. Creativity to solve the problems is needed when thinking creatively. In needs optimism which is based on real facts, Optimism has positive imagination power which enables to think creatively.

If individual has entrepreneurship mental, he is ready to take part in business. In such world, an entrepreneur is ready to find chance, complete and even able to win in the competition chance must be searched continuously to start a business. If he can get the market and is able to run his business, he is considered to be potential. Competitive business will be met. To get the chance, he has to know people's need and what is provided by competitor.

Every people who is interested in entrepreneurship is supported by the hope to get the award. This award consists of gain, freedom and satisfaction. Gain become the main reason to run the business. It is a reward of the business done, used time and the risk they bear.

Freedom to run the business is a reward for an entrepreneur. Even some people left their job in order to operate his own business. In such case they make decision, take risk and run business by them selves.

Other reward expected is satisfaction which is got in running the business. Some people stated that they were satisfied by using operating their own business.

In addition to the reward, entrepreneur will also find challenges starting and operating a business need hard working, take a lot of time and need emotion. Business which is done is not always successful. Possibility to fail is threat challenges such as working hard, emotional pressure and risk expect entrepreneur's commitment.

## **CONCLUSION**

To face the competition, what are needed are as followings.

1. Fixed mind set to face environment charge.

2. Mental attitude which is suitable with environment condition is entrepreneurship mental.
3. Creativity and innovation are mental attitude needed.

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