



# DISCOVER YOUR PERSONALITY & ETHICS



If you don't have ambition, you  
shouldn't be alive

— *Aliko Dangote* —

AZ QUOTES



# THE SELF DISCOVERY QUESTION:



‘Who are you?’

...try to answer yourself!

# Self Identity Test:

Ponder over these...try to answer yourself

Who are  
you?

What  
makes you  
unique?

Where do  
you  
belong?

Who will  
you  
become?

## HOW TO ACCEPT YOUR PERSONALITY

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**SELF DISCOVERY + PERSONAL SWOT  
= SELF ACCEPTANCE**

Where:

- **SWOT** represents **Personal Strength, Weakness, Opportunity** and **Threat** Analysis.
- **Self discovery** also equals the knowledge of one's self in entirety.
- **Both** therefore, lead to **Knowing your wants from your needs; likes from dislikes, interests from distractions, and so on. You can now decide to startup or not.**

# Personal Requirements you need to start a startup

- ❖ PASSION – THE KEY
- ❖ ENERGY
- ❖ KNOWLEDGE
- ❖ TIME
- ❖ CHARACTER
- ❖ RESEARCH
- ❖ NOTEPAD





# Qualities you must have ①

RISK  
TAKERS

COALITIONISTS

LISTENING

CREATIVITY

OBSERVANT

EXECUTING  
INTELLIGENCE

# You must be:

DIPLOMATIC

PERSISTENCE

OPPORTUNISTIC

DETERMINED

ENT.  
MINDSET



# ETHICAL PRINCIPLES TO GUIDE ENTREPRENEURIAL BEHAVIOUR

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- Honesty
- Integrity
- Promise-keeping
- Fidelity ( continuing faithfulness)
- Fairness
- Caring for others
- Respect for others
- Responsible citizenship
- Pursuit of excellence
- Accountability

# BUILDING AN ETHICAL CULTURE

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- Lead by example.
- Establish a code of conduct (formal statement of organization's values on certain ethical and social issues).
- Hire the right people.
- Perform periodic ethical assessment to know how you are doing.
- Set impeccable ethical examples at all times.
- Create a culture that emphasizes two way communication.

**THANK  
YOU!**