

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?

Where do you belong?

What makes you unique?

Who will you become?



HOW TO ACCEPT YOUR PERSONALITY

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

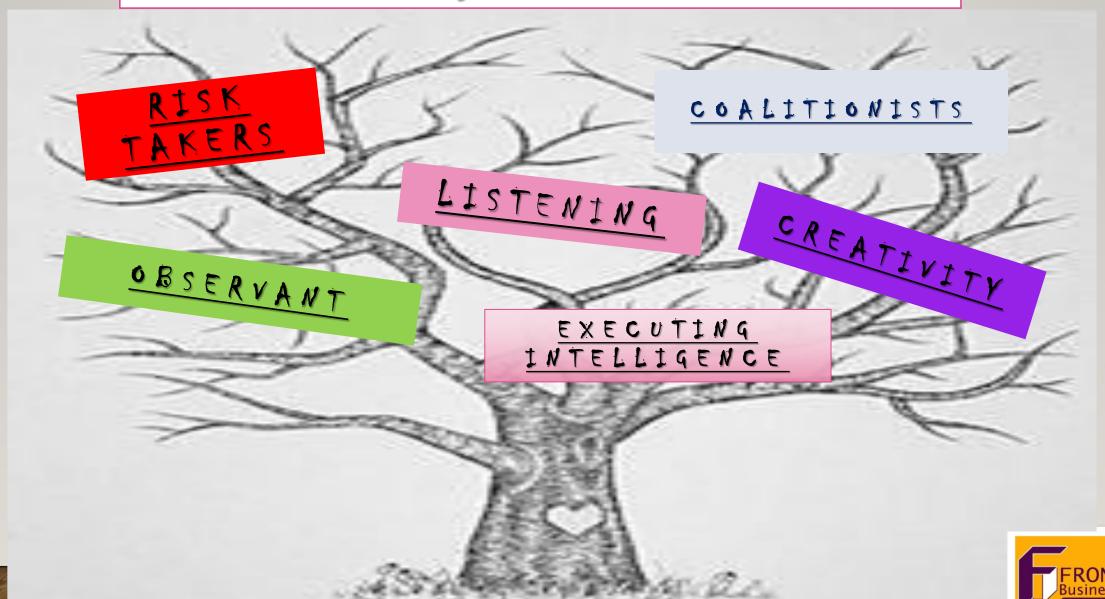
need to start a startup

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





Qualities you must have 1



You must be:



ETHICAL PRINCIPLES TO GUIDE ENTREPRENEURIAL BEHAVIOUR

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



BUILDING AN ETHICAL CULTURE

- 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!

