



# FOSTERING A GROWTH MINDSET FOR WOMENPRENEURS

Dr. Hanan El Basha, DBA, MBA, ASMEC, INHC

Integrative Business & Wellness Mentor



Deutsch-Arabische  
Industrie- und Handelskammer  
German-Arab  
Chamber of Industry and Commerce  
الغرفة الألمانية العربية للصناعة والتجارة

-

# BUSINESS IDEA FROM VALUE-ADDED PERSPECTIVE

---



- Unprecedented time of uncertainty
- Coming from a place of service
- Revisiting scope of products/services from value-added perspective



# CATERING TO PHYSICAL DISTANCING

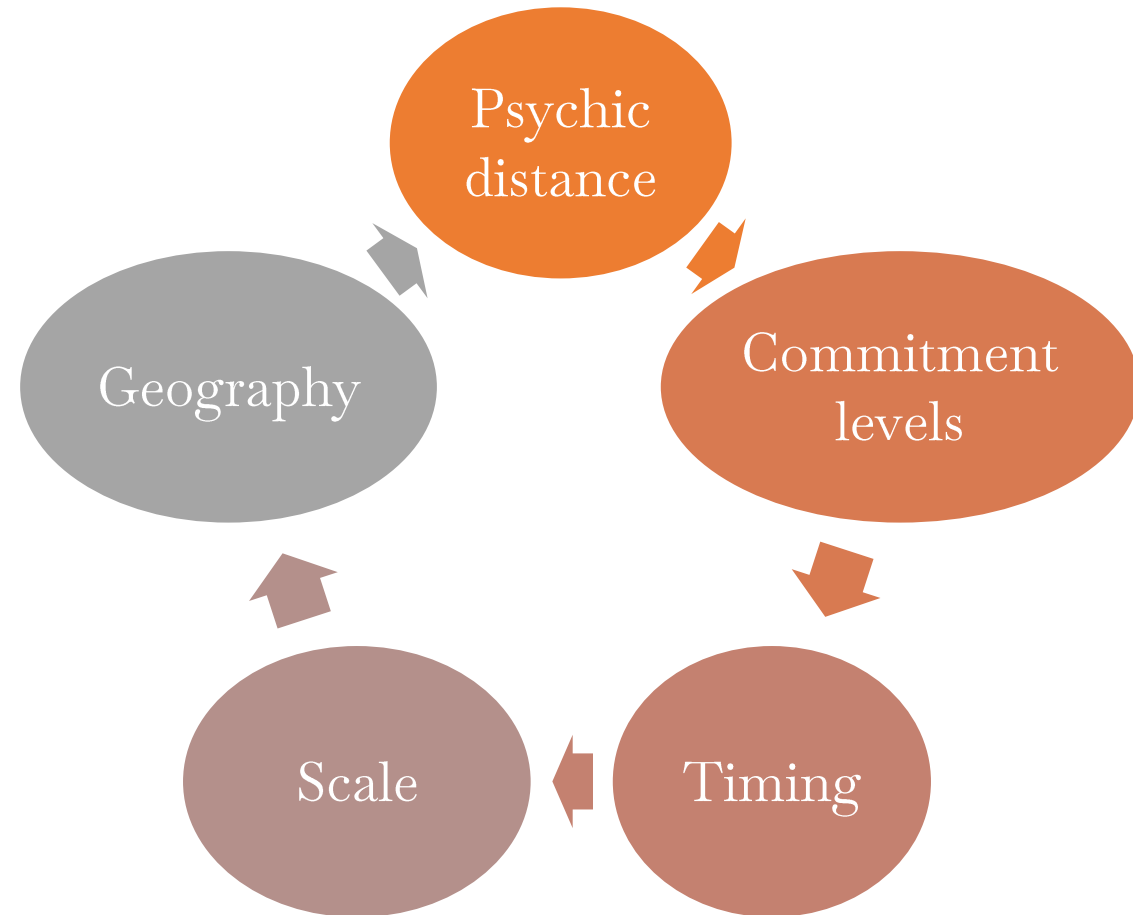
---

- Physical distancing vs. emotional & mental distancing
- Innovative product/service delivery channels
- Leading through uncertainty
  - Fostering connectivity
  - Harboring positivity
  - Displaying transparency

# FOSTERING COLLABORATIONS

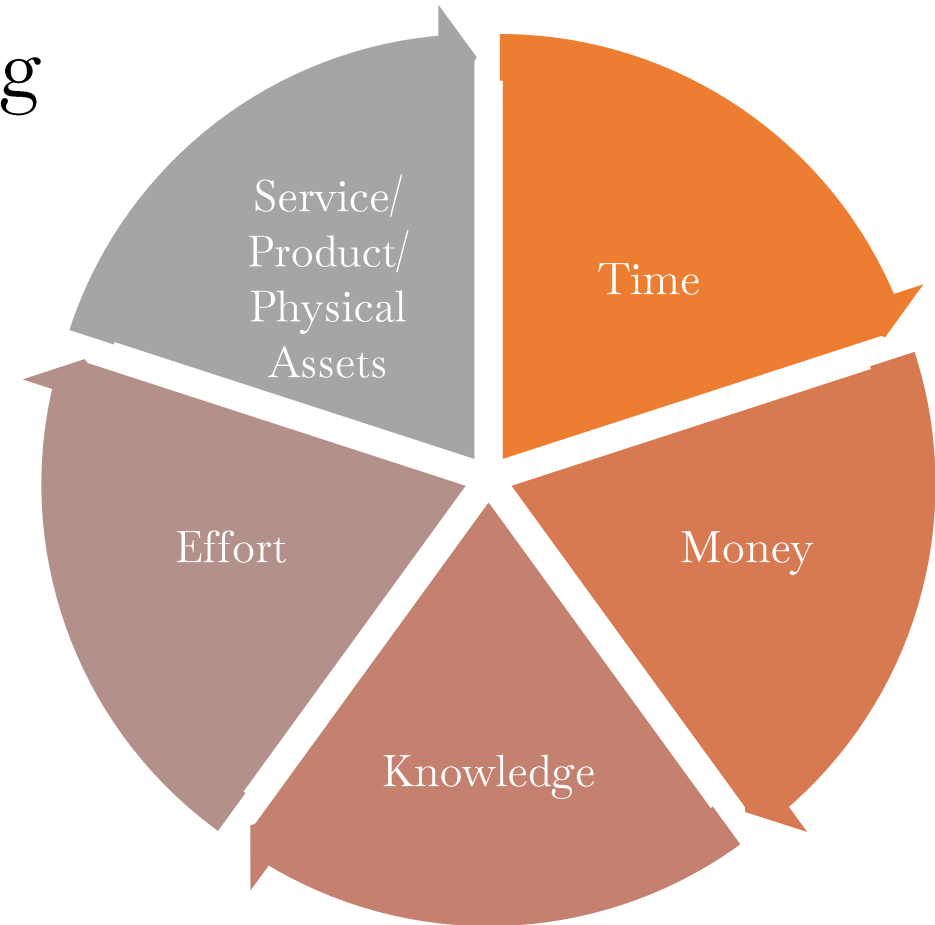
Capitalizing on:

- Experiential knowledge
- Networks
- Firm specific advantages
- Country specific advantages



# PLANNING FOR FUTURE GROWTH

- Selecting the fitting decision-making logic
  - Effectuation (means given)
  - vs.
  - Causation (effect given)





# VISUALIZATION EXERCISE

---

- Ask yourself:
    - Where do I want to be?
    - What do I want to achieve?
    - How do I want to feel?
  - Engage your imagination and begin to visualize your desired outcome. Tap into your senses
    - What does your ideal outcome look like?
    - Smell like?
    - Feel like?
    - Sound like?
-

# CLOSING WORDS

---

*You can look back and say, “I could have been...,” polishing your unused endowments like trophies.*

*Or you can look back and say, “I gave my all for the things I valued.”*

*Think about what you want to look back and say.*

*Then choose your mindset.*

Mindset - Dr. Carol S. Dweck





*Together... In business and in health.*



HB\_THEBUSINESSDOCTOR



HBTHEBUSINESSDOCTOR



DR. HANAN EL BASHA



THE BUSINESS DOCTOR

hanan@hananelbasha.com  
WWW.HANANELBASHA.COM