



MODULE 10

I prepare for the start

Learning outcomes

You will learn:

- How to stay motivated, even in more difficult times or after a failure.
- To identify sources of help and support for your Green Business.
- How to create an action plan with the necessary steps to achieve your goals.



Figure 1: Vision and Motivation

Basic information



How to stay motivated, even in more difficult times or after a failure



This module contains nine exercises.



You will need 15 h to finish the module.



You need 66% correct answers to pass this module.



Your teachers are Klaus, Michael, and Amer.

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Content

LEARNING OUTCOMES.....	0
Basic information.....	0
Content	1
WELCOME TO MODULE 10!.....	3
BASIC INFORMATION ABOUT MOTIVATION.....	3
Intrinsic Motivation	4
Extrinsic Motivation.....	4
What motivates people the most?	4
What are basic human needs?	6
Glasser's Five Basic Needs.....	7
Security and Survival.....	10
Freedom.....	12
Love and Belonging	14
Power and Influence.....	16
Having Fun.....	18
When things are not going so well - how to stay motivated, even in difficult times or after a failure	20
Think about your goals	20
Recognise your motivators	20
Use positive affirmations	21
Free yourself from demotivators	22
Name important milestones.....	23
Set yourself time limits.....	24
Create routines	25
Reward yourself	25

IDENTIFYING SOURCES OF HELP AND SUPPORT FOR YOUR GREEN BUSINESS 26

National institutions..... 29

Local Organisations 30

Private groups 31

CREATING AN ACTION PLAN TO ACHIEVE YOUR GOALS 34

How to Write an Action Plan..... 35

Structure of an Action Plan..... 37

REFERENCE LIST 39

LIST OF FIGURES..... 39

Welcome to module 10!

This last module belongs to the topic Plan your Green Business. It is called: “I prepare for the start”.

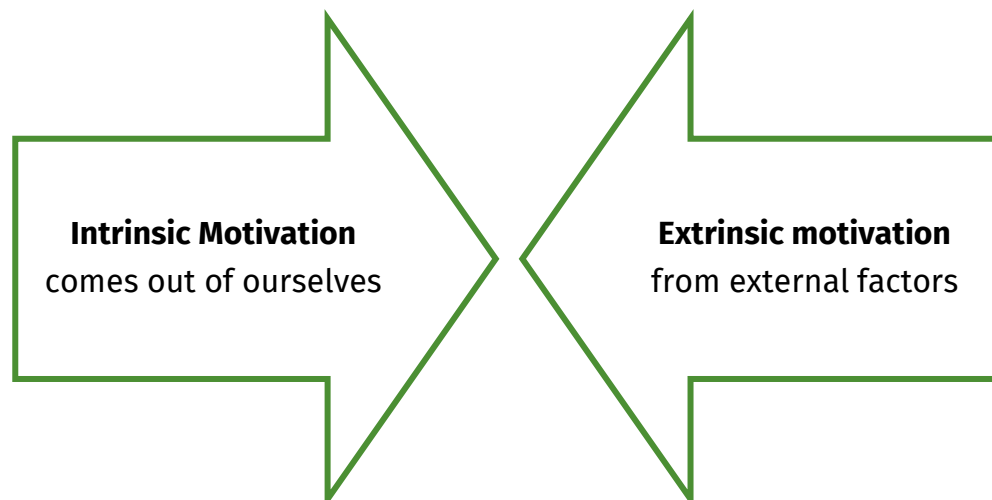
We start this module with the topic of motivation. In this first section, you will learn how your basic needs influence your motivation. So keeping an eye on your basic needs is worthwhile. We also discuss how you can stay motivated when you encounter resistance.

The following section looks at how you can find sources of help and support for your green business. The keywords here are: Finding good resources and people for your network, keeping track of your most relevant sources of information and important contacts, etc.

The last section deals with the topic “action plan”. We will introduce this instrument to you, and you will learn how to use it to achieve your business goals.

Basic information about motivation

The word motivation comes from Latin and means movement. But what moves us? Here we can distinguish between inner (intrinsic) and outer (extrinsic) motives:



Intrinsic Motivation	Extrinsic Motivation
Pleasure & Fun	Power
Meaningfulness	Wealth
Own values	Affiliation
Interest	Social status

Intrinsic Motivation

What causes intrinsic motivation? Intrinsic motivation arises from within ourselves. It does not need external incentives such as money or any other form of reward. And intrinsic motivation is the most effective form of motivation. We feel motivated when we enjoy an activity. Or when we find an activity particularly meaningful.

Extrinsic Motivation

Extrinsic motivation comes from outside – it requires external incentives and influences. Here we usually do something because we are motivated to do it by something in return. This often involves material things (goods we like) or money. But immaterial things can also fuel our extrinsic motivation: status, power, and fame.

What motivates people the most?

Many people believe that intrinsic and extrinsic motivation are mutually exclusive – they aren't! Both forms of motivation are necessary and can help us achieve our goals. Nevertheless, there is a danger: relying too much on extrinsic motivation can displace intrinsic motivation. When this happens, burnout or strong feelings of futility often result.

Let's give an example: someone turns his hobby into a profession. This person had much fun with this activity when it was a hobby. Now, however, it is a job with everything that goes with it. It is about money. And it's about expectations. Because the people who pay for this activity also have clear ideas and demands. It could also be that additional obligations arise because employees were hired. And they, of course, also have expectations, which increases the pressure even more.

What has happened?

Extrinsic motivation has displaced intrinsic motivation. Because now it's about money and success. And both money and success are external motivating factors. Fear of failure is often a subliminal factor. If someone then fails, the external incentives become a motivation killer.

External incentives are great because they make life beautiful and pleasant. But never forget what drives you! Never forget your actual motivation!

A (small) problem

There is a problem with extrinsic motivation: if there are no external incentives (anymore), extrinsic motivation also disappears. And it's also the case that you can only motivate people to do something they are internally (intrinsically) ready to do. You can force someone to do something - but that has nothing to do with motivation!

The key to long-lasting and genuine motivation therefore lies above all in ourselves. And in our ability to motivate ourselves.

But what exactly is motivation? And how can it be found or even increased?

One word and many different theories

If you search the internet for the term motivation, you will soon come across Maslow's pyramid of needs. It is worthwhile to look into this theory. At this point, however, we would like to introduce you to the concept of the 5 Basic Needs. William Glasser wrote about these basic needs as part of his Choice Theory (Glasser, 1999). And we have gained quite good experience in practice with the five basic needs.

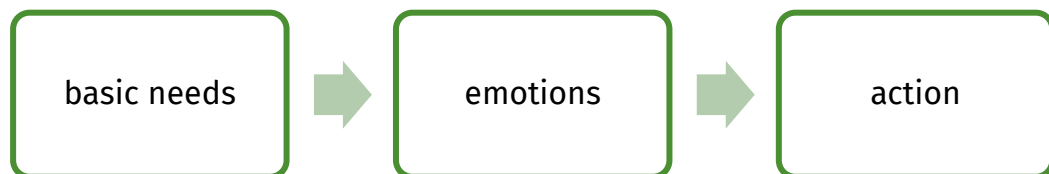
What are basic human needs?

Basic needs are our driving force because it is unpleasant for everyone when they aren't fulfilled.

What happens when one of your needs is not met or even threatened?

You feel an inner tension, and you notice it in your feelings. "Feeling" is also called "emotion," which describes movement. (Motion = movement).

So when a need is not fulfilled or is threatened, a corresponding unpleasant feeling arises in us. And this feeling urges us to act so that our situation improves again.



So feelings are what move us and give us the motivation to act. If you take a little time to reflect, you can recognise: In all human behaviour, there is at least one basic need that has driven the person in question.

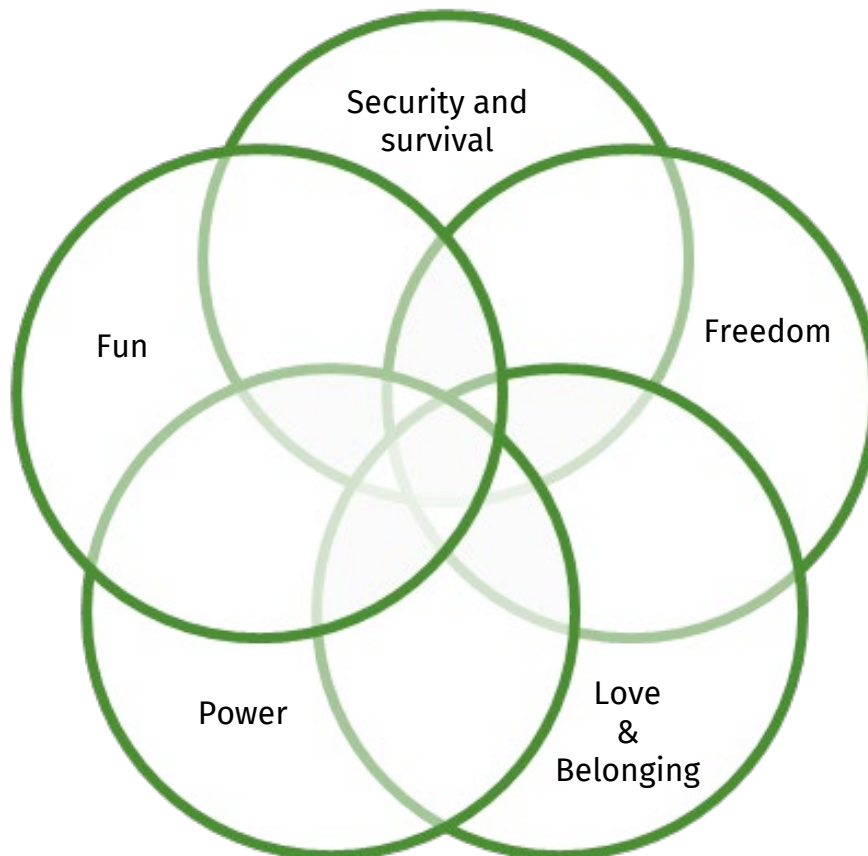
Glasser's Five Basic Needs

We humans do not differ at all in our basic needs! That is, no matter

- where we come from
- what experiences have we had
- what culture were we born into

We all have the same basic needs.

But what are the Five Basic Needs? Let's look together at the Five Basic Needs described by William Glasser:



These needs are interrelated. For example: If you satisfy your need for fun, you may at the same time also satisfy your need for love and belonging because you have just met friends and you are having fun together.

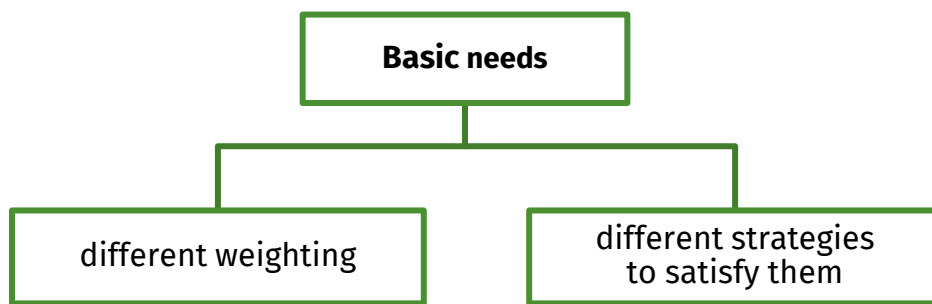
We all have the same basic needs, but
we have different strategies to fulfil our needs.

In your circle of friends, you can think of people who fulfil their need for fun in very different ways:

Some like to play cards; others like to go dancing; others like to play football, and others like to go to the cinema when they want to have fun. All these people like to have fun. However, the way they fulfil their need for fun is quite different.

So we have the same basic needs, but we have different strategies to fulfil our needs and **the individual needs are important to us in different ways.**

You surely know people for whom it is essential to belong to a community (love and belonging) and for whom it is less important to be able to decide freely at any time (freedom). On the other hand, you surely know people for whom it is exactly the other way round. Freedom is fundamental to them, and they do not need to feel they belong to a group all the time (Love and Belonging). This can also lead to conflicts when two people come together for whom freedom is particularly important to one and love and belonging to the other.



So we also differ in how important the respective basic needs are to us. Nevertheless, all basic needs have a strong influence on our lives.

The Five Basic Needs are universal. And they are a strong driving force for our motivation!

Let's now take a closer look at these five basic needs. Let's consider together how these basic needs can have an impact on your motivation.

Security and Survival

The need for survival includes everything one needs to live, such as movement, air, shelter, food, warmth, cooling, rest and sleep, health, protection, and safety.

All people need to feel safe. If you do not feel safe in your environment, this affects your ability to think, decide, work and grow.

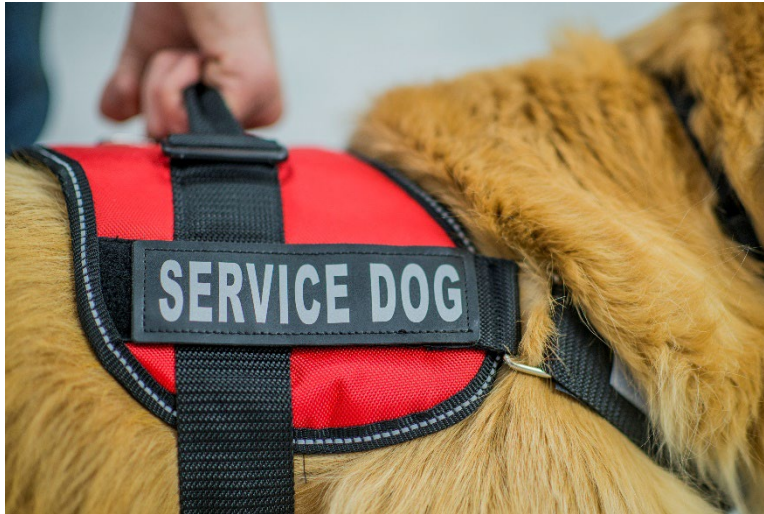


Figure 2: Need for Security and Survival

Our need for security and survival comes up when we feel threatened and afraid. You probably know people who freak out when they get an official letter from the government. Their life might not be threatened, but they still feel as if they are in great danger. You have certainly also experienced situations in which you were terrified. This is where your need for safety and survival comes in.

Our need for survival also helps us to stay healthy. It makes itself feel quite soon when our body needs something. Think of how uncomfortable hunger or thirst can be. Some people get fidgety if they sit still for too long and need exercise. The need for cleanliness, fresh air, warmth, or cooling is also part of the picture.

EXERCISE 1



M 10_E 1: The need for security and my Green Business

Open a writing programme or take a sheet of paper. On the top, write the number of the module and the number of this exercise.

Think about your green business you would like to start. Give a detailed written answer to the following questions:

How can your need for security and survival help you to achieve your goals?

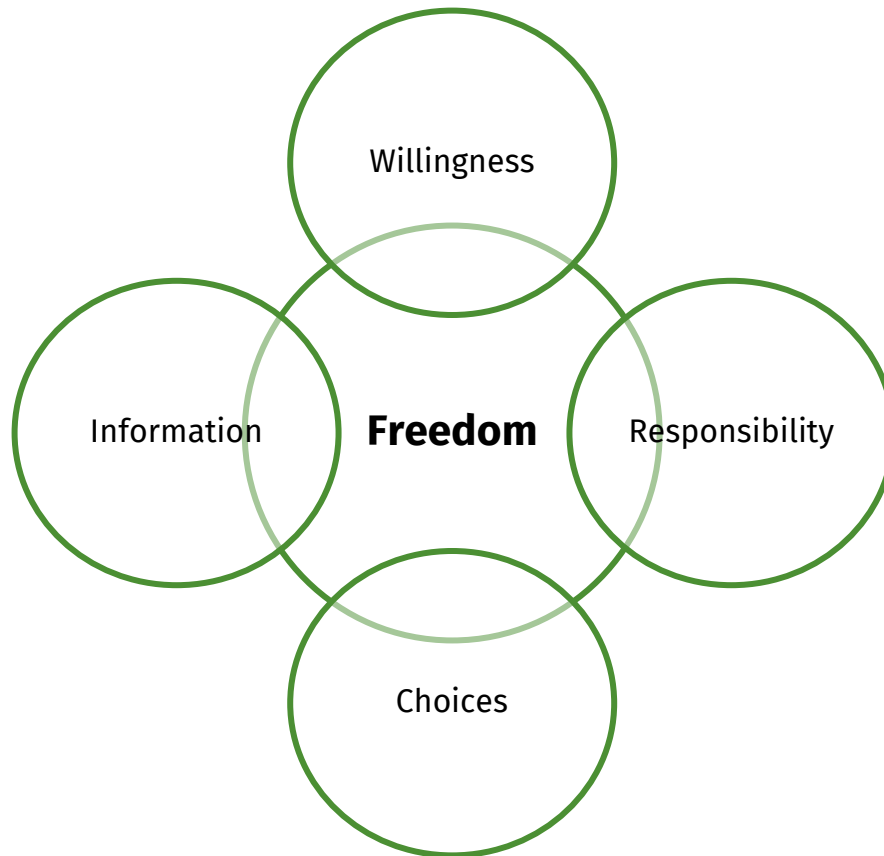
Where might this need be threatened in the foreseeable future?

What can you do to still be able to pursue this need?

When you have completed the exercise, name your digital document after the number of this exercise and save it in the folder to Module 10! If you did the exercise on paper, take readable photos and keep them.

Freedom

Our need for freedom means being able to move freely, have our own opinion, have different choices, and make our own decisions. The need for freedom is closely related to the willingness and ability to take responsibility. The better informed you are, and the better you know about yourself and your needs, the better decisions you can make.



EXERCISE 2



M 10_E 2: The need for freedom and my Green Business

Open a writing programme or take a sheet of paper. On the top, write the number of the module and the number of this exercise.

Think about the green business you would like to start. Give a detailed written answer to the following questions:

How can your need for freedom help you to achieve your goals?

Where might this need be threatened in the foreseeable future?

What can you do to still be able to pursue this need?

When you have completed the exercise, name your digital document after the number of this exercise and save it in the folder to Module 10! If you did the exercise on paper, take readable photos and keep them.

Love and Belonging

This chapter is about both the need to be loved and the need to love. You certainly know this need from your own experience and probably also experienced how painful it is to feel unloved or when your love is not returned.

Humans are social beings and have created regular opportunities to meet in all cultures. This basic need also means feeling connected to someone else, wanting to please them, and being interested in their wishes and thoughts. At the same time, everyone also wants to feel understood by others and to belong to a group.

But you can also feel love and belonging to a hobby, an idea, or a goal.

Perhaps you have also been enthusiastic about something and committed to it. Think of how many people, especially young people, are campaigning for climate protection. Maybe you have a hobby you spend many hours on, impatiently waiting to get back to it. Then you know how that feels.

EXERCISE 3



M 10_E 3: The need for love and belonging and my Green Business

Open a writing programme or take a sheet of paper. On the top, write the number of the module and the number of this exercise.

Think about the green business you would like to start. Give a detailed written answer to the following questions:

How can your need for love and belonging help you to achieve your goals?

Where might this need be threatened in the foreseeable future?

What can you do to still be able to pursue this need?

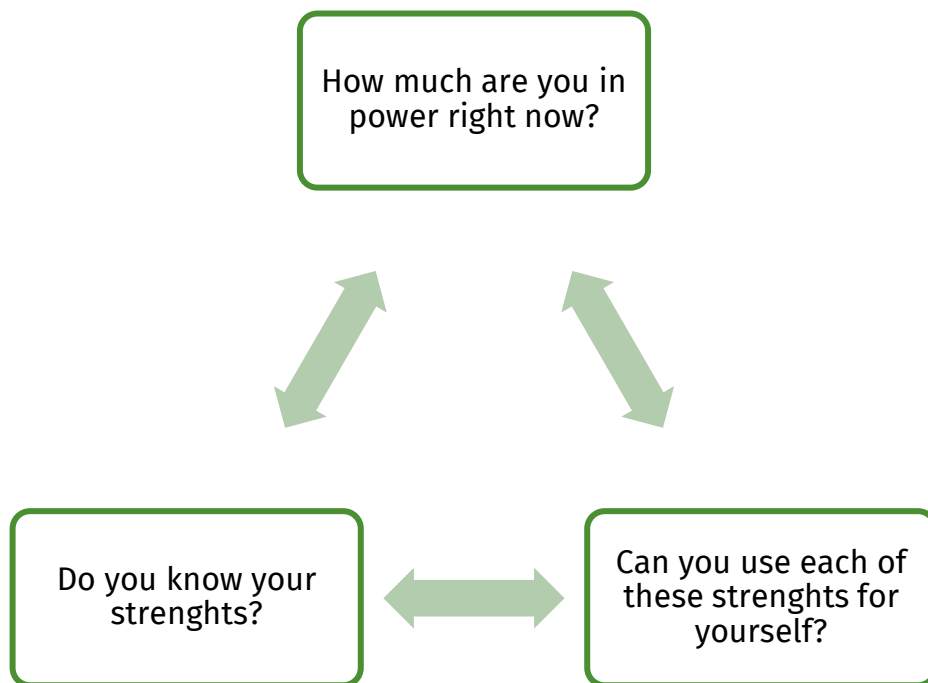
When you have completed the exercise, name your digital document after the number of this exercise and save it in the folder to Module 10!

If you did the exercise on paper, take readable photos and keep them.

Power and Influence

Another basic human need is to make a difference. How satisfied were you when you achieved something unique, and how good does it feel when someone you care about acknowledges or even praises you?

Power means being able to do something; we need the drive to do it. And the good news is precisely this drive we get from our need for power and influence. What reinforces this need is when we are well aware of our strengths and abilities and can use them well and beneficially for ourselves and the community. That is precisely what this need is about.



EXERCISE 4



M 10_E 4: The need for power and influence and my Green Business

Open a writing programme or take a sheet of paper. On the top, write the number of the module and the number of this exercise.

Think about the green business you would like to start. Give a detailed written answer to the following questions:

How can your need for power and influence help you to achieve your goals?

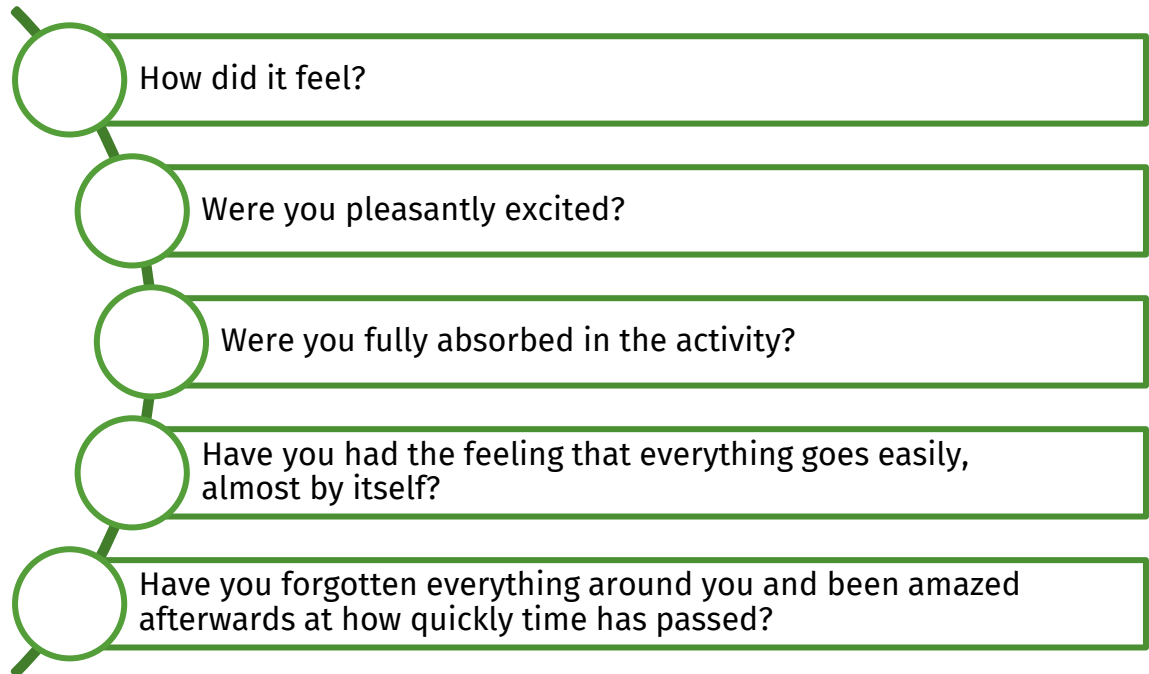
Where might this need be threatened in the foreseeable future?






What can you do to still be able to pursue this need?

When you have completed the exercise, name your digital document after the number of this exercise and save it in the folder to Module 10! If you did the exercise on paper, take readable photos and keep them.

Having Fun

Indeed you have had fun many times and know what that feels like:



-  How did it feel?
-  Were you pleasantly excited?
-  Were you fully absorbed in the activity?
-  Have you had the feeling that everything goes easily, almost by itself?
-  Have you forgotten everything around you and been amazed afterwards at how quickly time has passed?

Perhaps you know this feeling from different situations. It often occurs when you discover something new, do something that suits you completely, play and have fun, or have a so-called "aha! experience". You can see that the need for fun also has much to do with learning, namely when you feel you are developing.

The need for fun also drives us to grow beyond ourselves and to keep testing our limits. Thus, it also has a lot to do with curiosity about getting to know ourselves and the world.

Fun is also often an excellent way to get more distance from a problem and bring more light into a situation. You certainly know when people are excited before an important event and laugh about things they don't usually find funny. They do this to relieve the inner tension and remain concentrated and attentive, which is necessary at an important event.

EXERCISE 5



M 10_E 5: The need for fun and my Green Business

Open a writing programme or take a sheet of paper. On the top, write the number of the module and the number of this exercise.

Think about the green business you would like to start. Give a detailed written answer to the following questions:

How can your need for fun help you to achieve your goals?

Where might this need be threatened in the foreseeable future?

What can you do to still be able to pursue this need?

When you have completed the exercise, name your digital document after the number of this exercise and save it in the folder to Module 10! If you did the exercise on paper, take readable photos and keep them

When things are not going so well - how to stay motivated, even in difficult times or after a failure

Nothing works without motivation! Especially when you want to start a new business, you need much motivation! And sometimes, you can run out of steam and lose motivation. That's when it's crucial to have the right tools to motivate yourself anew every day!

And here they are already:

Think about your goals

The word motivation contains the word motive. Motives are the goals that you want to achieve. How important are your plans to you when you think about your self-employment?

We only pursue goals that are really important to us over a longer period of time!

So what do you want to achieve in your life, in your job? You are immediately more motivated to do it as soon as you remember why you started something and what you are doing it for. Having goals also makes us more resilient! But what is "resilience"? Just this much in advance: resilience helps us not give up and continue pursuing our goals in difficult times. That's what the next chapter is about.

Recognise your motivators

Think about what motivates you. It can be external things, things you like, like some recognition or money. And it can be internal incentives, such as success and pride in your achievements. Remember extrinsic and intrinsic motivation at this point. Both types are essential for you to achieve your goals! Many people also motivate themselves through positive affirmations.

Use positive affirmations

Affirmation means to say yes to something. Take time to say a phrase to yourself so that it can become a reality. In this way, you can strengthen your resilience and ward off negative thoughts.

When formulating your affirmation, you should pay attention to the following:

Formulate the sentence in the present tense.

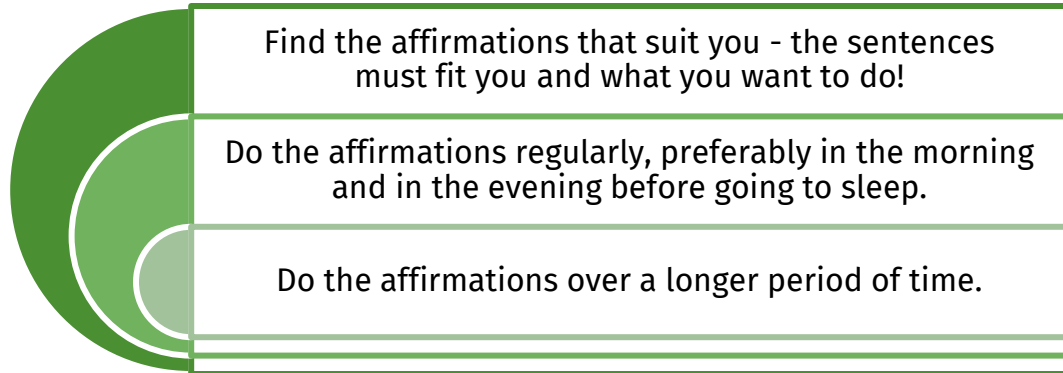
Say the sentence in the first person, e.g. "I am calm" instead of "I become calm" or "calm".

Formulate your affirmation positively.

Examples of positive affirmations:



Affirmations have a direct effect on our subconsciousness. Used correctly, they are a powerful tool. Used correctly, it also means that you:



It would help if you also created an environment for yourself that motivates you to keep at it.

Free yourself from demotivators

Unfortunately, there are always obstacles and setbacks. And then we are demotivated, so we lose our motivation. You need more than just knowing your goals. And unfortunately, it is not enough to look for a motivating environment or a few motivational sayings. We also have to pay attention to what stands in our way. What are your demotivators? Whenever possible, you should eliminate or at least work around these demotivators. Sometimes it is even more effective to demotivate ourselves less than to motivate ourselves more.

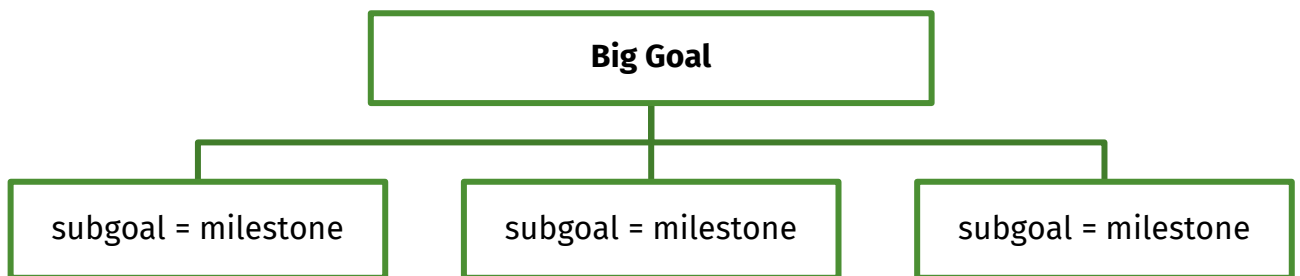
The art of a fulfilled life is the art of letting go: allowing, letting go, letting go.

Ernst Ferstl, Author

Name important milestones

Your goals must be realistic to yourself. Please don't overdo it, and don't fool yourself.

Some people design so-called castles in the air and plan without thinking ahead. And some underestimate entirely what needs to be done. Such an approach is doomed to failure! And when you fail, you might lose the motivation to try again. Moreover, big tasks and goals seem overpowering and difficult to achieve. And that, in turn, demotivates. So what can you do? Divide big goals into smaller subgoals, so-called milestones.



Smaller goals are easier and, above all, quicker to achieve. This way, you can approach your significant goal bit by bit. And on top of that, you can celebrate many small successes, which motivates you to continue.

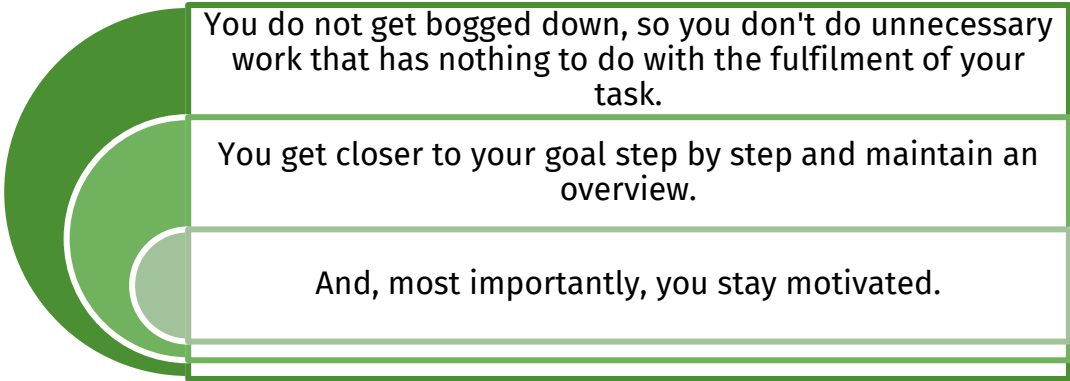
You can find out how to plan goals so you can achieve them in Module 12, "I use my competencies," in the chapter "Working towards goals."

Do you know this saying:

Those who want to, find ways! Those who do not want to, find reasons.

Set yourself time limits

You probably know this too, don't you? We tend to avoid doing unpleasant things and put them off as long as we can. How can you counter this? Set clear deadlines, like dates by which you want to have completed a task. Put these deadlines on your calendar. These time limits ensure the following:



You do not get bogged down, so you don't do unnecessary work that has nothing to do with the fulfilment of your task.

You get closer to your goal step by step and maintain an overview.

And, most importantly, you stay motivated.

The closer you get to your goal, the harder you try.
The path to the top of a mountain begins with the first step!

Create routines

Routines are actions that we have repeated quite often. And routines make our lives easier! This is especially true in professional life because routines help us to get through difficult times when we are not motivated. Routines don't motivate us, that's true. But they give us a feeling of security:

What I am good at makes me safe!

Knowing that we can achieve a specific goal because we can do the necessary things can be very motivating. And there is tremendous security in knowing that you can rely on yourself and do things well.

A positive attitude towards solvable problems is already half the success.

Ernst Ferst, Author

Reward yourself

We have already mentioned earlier: There are many unpleasant tasks, and we like to put them off, so we only do them on time. What helps here?

Reward yourself in between for what you have already achieved! Then the unpleasant tasks will be easier for you. And rewarding yourself is an enormous motivator! What rewards motivate you to make an effort? But please remember what we wrote about intrinsic motivation! Don't let these rewards sabotage your intrinsic motivation! Otherwise, at some point, you will only do things for the tip and no longer for your actual goal.

Identifying sources of help and support for your Green Business

Many success stories in the entrepreneurial world have become successful only using the right connections. As someone new to the Green Business industry, it might be helpful for you to learn about other local businesses, organisations, and national institutions working on this.

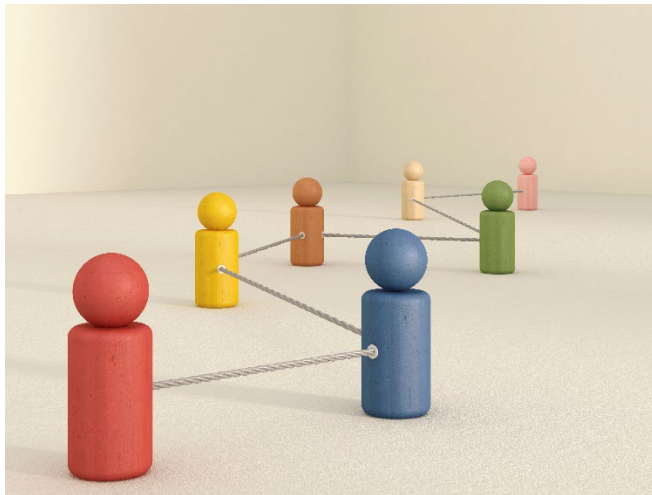
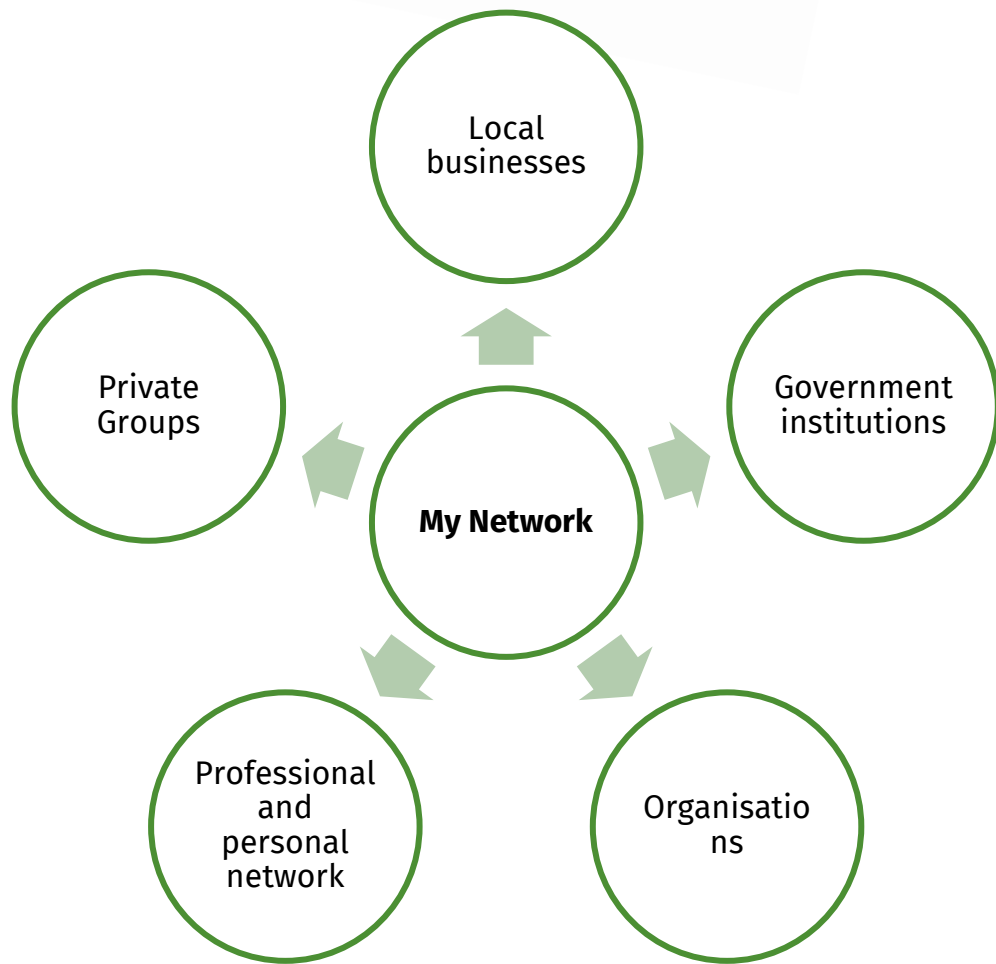
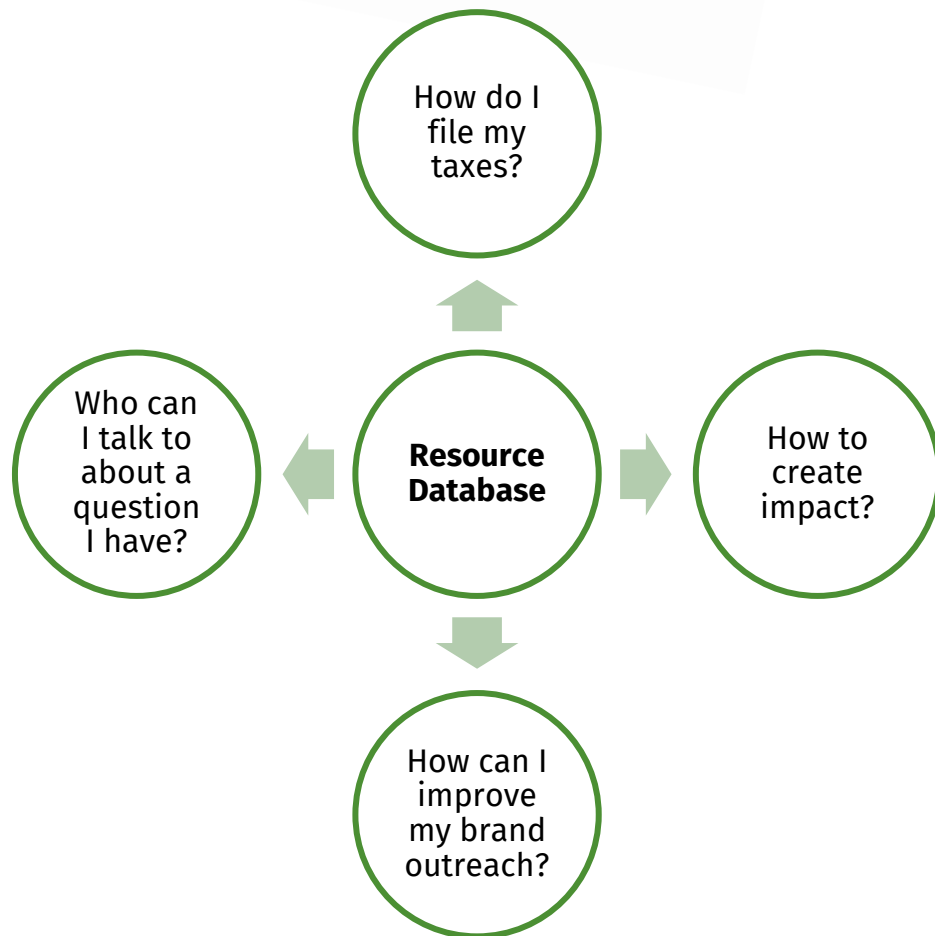


Figure 3: Help and support for your Green Business

Finding good resources and people for your network can help you avoid challenges in the first place, or at least help you overcome them more quickly, as you have a network of professionals you can reach out to. Learning about similar projects on a local or national level can give you an additional perspective to consider the direction you want to take your business and its impact on society and the environment.



A well-organized list of resources and contacts for topics such as filing taxes for your business, expanding your brand's reach, or issues related to increasing your environmental impact will allow you to make an informed decision quickly.

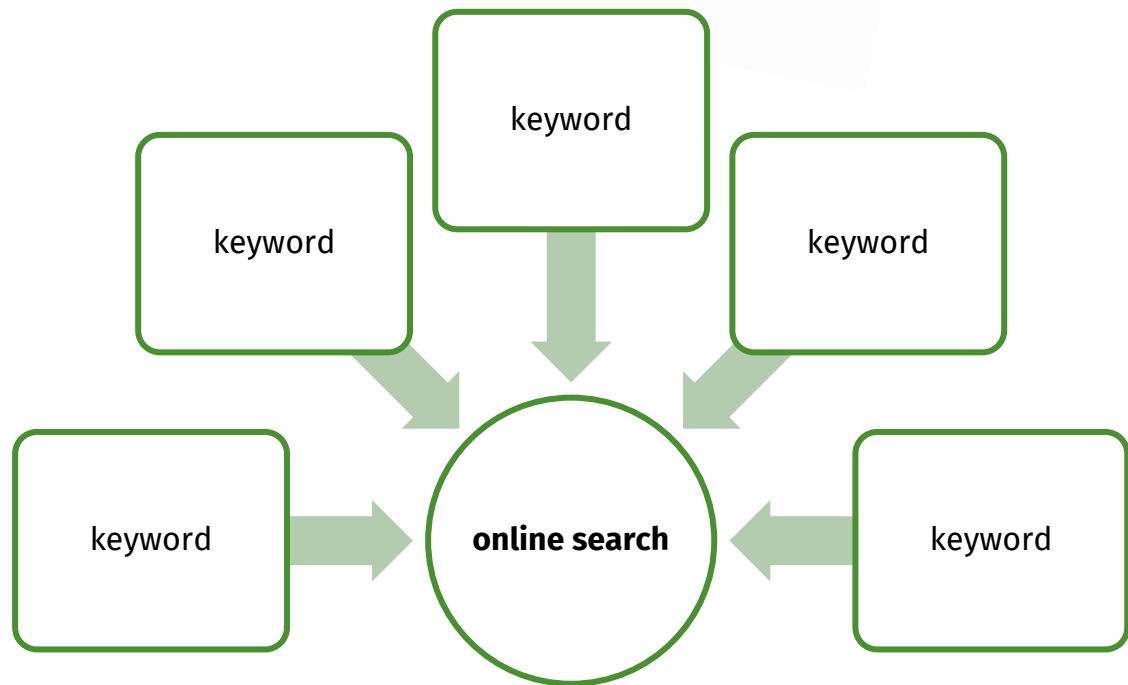


Setting up a simple resource database will allow you to quickly know whom to reach out to if you feel stuck at some point along the development process of your business or a few years into your entrepreneurial business journey. It would be best if you continue updating the database as your business progresses to keep track of your most relevant sources of information and important contacts.

National institutions

To get an overview of helpful online resources on green business development and management in your country of residence, you could, for example, look up the website of your country's national economic development ministry and environmental ministry. You can also search for the European Commission's website on the EU Green Deal, the European Training Foundation, the European Environment Agency, the European Institute for Innovation and Technology, or the European Environment Agency for relevant information. To stay current on sustainability, corporate social responsibility, entrepreneurship, and building a community around a brand, you can also sign up for newsletters from international and local agencies, organisations, or businesses that interest you.

Write down key terms you use when searching for topics relevant to your business online. Combining some of these keywords during your online research can help narrow your search to more specific issues. For example, searching for "local entrepreneurs with sustainable businesses" could give you more detailed results than first searching for "local entrepreneurs" and then searching for "sustainable businesses" afterwards would.



In addition to your online search, you may also visit your local university, city hall, community centre, or library to learn about lectures or events relevant to your business ideas. You can also add events on specific topics to your database. Doing so allows you to keep track of all the events you have attended and the people you have connected with at the event.

Local Organisations

Start by writing down active organisations and public groups in your area and focus on topics related to your business idea. For example, suppose your business aims to open a sustainable food catering business that minimises food waste in your community. You could reach out to local organisations which organise food rescues or look for volunteer groups or civic society organisations that concern themselves with social and environmental sustainability. These groups might have first-hand insights into the reasons for food waste in your city. They might also be a network of professionals to collaborate with or future customers for your business.

Private groups

You can also work on getting to know like-minded people who care about their actions' impact on others and the planet on social networks or forums. You could, for example, try to type in: "name of the city, sustainability, business," or "name of the city, entrepreneurs" on Facebook, LinkedIn, and other social media platforms. This allows you to search for groups of entrepreneurs or potential customers for your products or services.

A popular platform for social subject-based meetings is Meetup.com. You can find privately organised meetups in most bigger cities. The topics may range from yoga classes and vegetarian potlucks to movie screenings and university lectures on ocean pollution, as well as writers' circles and networking events for professionals of various industries.

Another great place to make meaningful connections for your business is with your fellow Go4DiGreen Green Entrepreneurship students. Reach out to ask if someone would like to meet up for a coffee to share their experience of working on the training modules and how the development of their business ideas is going so far. Get in touch with other training participants and connect with them during online and offline events.

EXERCISE 6



M 10_E 6: Create a table of resources and sources of help and support

Open a writing programme or take a sheet of paper. On the top, write the number of the module and the number of this exercise.

Create a table that you regularly update with additional information to keep track of the information you collect on relevant topics, resources, and points of contact. It may look something like the template below (the content is fictional).

	Type of Resource	Name of Resource/Contact	Key Points	Consulted	Follow-up action
1	Article	"Recycling in the EU – Survey 2019"	Different recycling methods, best practice examples of office spaces across the EU,....	Online on 05/03/2023	Share an infographic post on my business's social media account. Conduct more research about alternative recycling methods.
2	Personal Contact	Mobile: 01576346597	Discuss what types of posts (infographics, video tutorials, question posts) have been working well for both of us so far. Share thoughts on using brand ambassadors to promote my products.	Met Julian at 01/04/2023 during Go4DiGreen participant networking evening	Ask to grab a coffee to exchange ideas on social media marketing for green businesses.
3	Personal contact introduced by a friend (Nergiz)	Email: natsha.b@gmail.com Mobile: 013487650959	Natasha has worked as a consultant for sustainable businesses over the past 10 years. She has a lot of experience working with digital marketing tools to promote sustainable brands.	On 02/10/2023 at the Meetup.com networking event called "green entrepreneurs"	Contact Natasha B.
4	Newsletter	European Business Awards for the Environment newsletter, release date: 01/11	Especially interesting article: "Sustainable Online Businesses: Digital Ecopreneurs"	On 01/11/2023	Reach out to the Spanish entrepreneur mentioned in the article. Ask her what she thinks the advantages and disadvantages of only selling products online, rather than also at a shop, might be. Lower overall carbon footprint?
5					
6					

When you have completed the exercise, name your digital document after the number of this exercise and save it in the folder to Module 10! If you did the exercise on paper, take readable photos and keep them.

Creating an action plan to achieve your goals

Many businesses and projects need to spend time developing a good action plan before they start, which often leads to failure.

“By failing to plan, you are preparing to fail”
Benjamin Franklin

Planning helps you prepare for challenges and keeps you on track. A practical action plan can keep you focused and more productive.

Some of the advantages of having an action plan:

Clear direction of what you need to do next

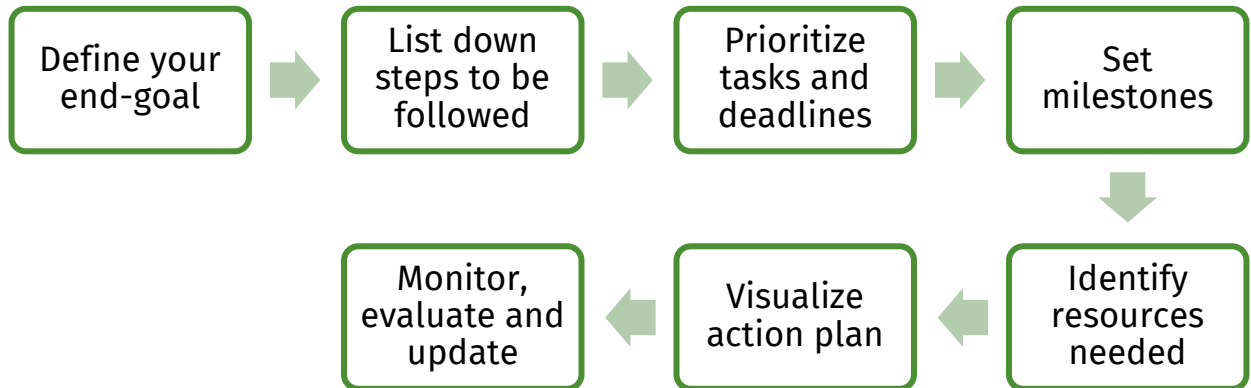
Reason to stay motivated

Track your progress

Prioritize tasks based on effort and impact

How to Write an Action Plan

Writing an action plan can be simple, but there are a few steps you should follow to ensure you remember everything necessary. Here are seven steps you can use to write your action plan:



Step 1: Define your end-goal

Always make sure you can clearly define what you want to do and what you want to achieve. You are setting yourself up for failure if you can't do this.

Tip: Try using the SMART Method from Module 12 of this course to help you with this step.

Step 2: List down the steps to be followed

Now that you have defined your goals, what tasks are necessary to achieve them? Make sure that each task is clearly defined and attainable. If there are larger and more complex tasks, break them down into smaller ones that are easier to complete.

Step 3: Prioritize tasks and add deadlines

Go back to the list in step 2 and set deadlines for each task. Make sure that they are realistic but give you a clear path ahead.

Step 4: Set milestones

Milestones can help you work up to more significant deadlines and celebrate small successes to keep you motivated. Work back from your main goal when setting milestones to know which direction you are going.

Step 5: Identify the resources needed.

Before starting your project, you must ensure you have all the necessary resources to complete the tasks. Resources include your budget, network, materials, and everything else you need for your project. And if they are currently out of stock, you need to make a plan to get them before you start.

Step 6: Visualize your action plan

Create something like a one-pager, a chart, table, or image that everyone can understand at a glance and that can be shared with everyone working on the project. Or just for yourself to put on the wall to remind you of your progress.

Step 7: Monitor, evaluate and update

Allocate some time to evaluate the progress you've made.

Mark completed tasks, and make notes highlighting successes and things you would change next time. By doing this, you will understand what you can do better to complete upcoming tasks and challenges. Do this regularly! Update your action plan based on the lessons learned and the progress you've made.

Structure of an Action Plan

Create a table like the following. Pay attention to the steps explained above. And start to create your Action Plan.

We also attached a template for an Action Plan at the very end of this module.

Goal					
Action Step	Responsible Person	Deadline	Necessary Resources	Potential Challenges	Result
What needs to be done?	Who should take action to complete this step?	When should this step be completed?	What do you need in order to complete this step?	Are there any potential challenges that may impede completion? How will you overcome them?	Was this step successfully completed? Were any new steps identified in the process?

EXERCISE 7



M 10_E 7: Create your Action Plan

Open a writing programme or take a sheet of paper. On the top, write the number of the module and the number of this exercise.

Think about the green business you would like to start and use the steps above and the example to make a simple action plan.

When you have completed the exercise, name your digital document after the number of this exercise and save it in the folder to Module 10! If you did the exercise on paper, take readable photos and keep them.



Congratulations!

You finished Module 10. You are now able to take a quiz on the Moodle platform to test your knowledge and apply for a certificate with ECQA.

Reference list

Motivation

Glasser, W. (1999): Choice Theory: A New Psychology of Personal Freedom. HarperCollins Publishers

Heckhausen, H., Heckhausen, J. (2006): Motivation und Handeln. Springer, Berlin 2006, ISBN 3-540-25461-7

Olten, W. (1979): Die Dritte Kraft. A. H. Maslows Beitrag zu einer Psychologie seelischer Gesundheit. ISBN 3-530-26740-6.

List of Figures

Figure 1: Vision and Motivation.....	0
Figure 2: Need for Security and Survival	10
Figure 3: Help and support for your Green Business	26

Attachement: Action Plan

Goal:					
Action Step	Responsible Person	Deadline	Necessary Resources	Potential Challenges	Result
What needs to be done?	Who should take action to complete this step?	When should this step be completed?	What do you need in order to complete this step?	Are there any potential challenges that may impede completion? How will you overcome them?	Was this step successfully completed? Were any new steps identified in the process?

