Essentially, success in entrepreneurship is driven by active actions (in contrast to being reactive). We define an active entrepreneur as a person whose behavior is self-starting, future oriented (thinking of opportunities and problems in the future and preparing for them now), and overcoming barriers/persistence. For a general psychological theory of entrepreneurial success, this active approach is central – it also proves to be empirically viable. A number of implications of such an approach are discussed.

Based on a facet theory of Personal Initiative (Frese & Fay, 2001), we have developed an entrepreneurship training that proves to be successful in a randomized controlled experiments with micro-entrepreneurs. The training increases profitability and number of employees by about 30% (measured often across 2 years) (Campos et al., 2017; Frese, Gielnik, & Mensmann, 2016).

Some issues related to cognitive psychology (more in the talk): First, we believe that we produce positive cycles for the successful cases – people learn Personal Initiative and then they get better feedback and more encouragement from success which leads to higher Personal Initiative again.

Second, there is no ever-ending upward cycle – so the question is what are the mechanisms that lead to maintenance of success and what are the mechanisms that lead to a reduction of Personal Initiative?

Third, what would be the most effective approaches to produce longer term effects (let’s say across 3 – 5 years)

Fourth, we believe that the principles of actions are particularly useful in our training. How could one test that and what would be alternative explanations?

Fifth: is the mindset idea useful to understand how a psychological training?

Sixth: What does active performance mean in a general cognitive psychology?


Alle Interessierten sind herzlich willkommen! Vortragssprache: Deutsch