

Gießener Abendgespräche Kognition und Gehirn

Dienstag, 18.00 bis 20.00 Uhr im Philosophikum I, Raum B9

24.04.2018

Eigeninitiative-Training als erfolgreiches Training und Handlungstheorie - gibt es Verbindungen zur Kognitionspsychologie?

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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?.

Campos, F., Frese, M., Goldstein, M., Iacovone, L., Johnson, H., McKenzie, D., et al. (2017). Teaching personal initiative beats traditional business training in boosting small business in West Africa. *Science*, 357, 1287–1290.

Frese, M., Gielnik, M. M., & Mensmann, M. (2016). Psychological training for entrepreneurs to take action: Contributing to poverty reduction in developing countries. *Current Directions in Psychological Science*, 25(3), 196-202.

Alle Interessierten sind herzlich willkommen! Vortragsprache: Deutsch