

Manifesto

FACE Helsinki 2016

Spare time...
What does that
mean?



Failure Aversion
Change in Europe

FACE

ENTREPRENEURSHIP

"HAVING A STARTUP DOESN'T MEAN WORKING 12 HOURS A DAY"

Being an entrepreneur takes an enormous amount of effort and time. At the beginning, let's say the first two years, it's okay to spend most of your day at work but... what happens beyond the rush of the first moments? How do you deal with the fact that you're going to be working on your startup, pretty much, 24/7?

Well, you don't have to deal with that because it's not true. According to our great speakers at FACE Helsinki, having free time for you and your loved ones is not an option, it's a necessity. You need to find a balance between the time and effort that you spend on your company and your spare time. Otherwise you will get burnt out and that could mean the end of your entrepreneurial adventure.

In this manifesto we will explore how to balance your private and professional lives. Not only can it be done, it must be done.

Attendees' — High lights

Paige Poutiainen - @paigepoutiainen

"You can be an entrepreneur and a mom."
"How to deal with the entrepreneurial pit of despair."
"Nice discussion on the gender differences and expectations surrounding entrepreneurship."

Katrina Jurva - @katrinajurva

"Listening to different experiences from people with different knowledge."

Kati Bjorninen - @katibjorninen

"Smart words for encouragement."

Video — High lights

Paige Poutiainen

"I think that the biggest, important take-away from this event for me was actually analyzing the types of fears that I have around entrepreneurship. Not so much about failure, but I realized I have a fear of wasted time."

"The second most important thing for me was realizing that you can be an entrepreneur and be other things."

Tri Tran

"I always want to learn more about entrepreneurship. And I think this event's sacrifices means a lot. And I also have some private conversations with the lecturers which I think is very meaningful for me to go here and speak directly with them and get a lot of helpful advice from them."

Tiina Puputti

"I really enjoyed listening to everybody because there were a lot of different kinds of entrepreneurs with different backgrounds. Women, men, young, older ones. And it was a really good combination."

"I really recommend everybody to join this event because you just have to get out of your door and you just come here and then you just get it."



Event manifesto video

A piece of the speakers' minds



Dr. Claudia Nagel

Co-founder and Managing Director at KIWI.KI GmbH

“YOU CAN AVOID A LOT OF THE ERRORS IF YOU SIT DOWN AND DISCUSS THE PROBLEMS.”

“I’VE VERY STRICT ON MYSELF FOR MY TIME MANAGEMENT.”

“IF MY FRIENDS ARE INTERESTED IN HOW ENTREPRENEURSHIP WORKS I BRING THEM TO EVENTS.”

“BUILDING UP A COMPANY IS A LOT OF TRIAL AND ERROR.”

“When I started up I was completely risk averse. There was this continuous fear of not having enough time, but it was more a psychological thing, the interest in pursuing something new is so much bigger than the fear.”

“Entrepreneurship is growing so strongly in Berlin because they’ve gotten rid of the stereotypes.”

Joe Haslam

Co-founder & Chairman at Hot.es, Associate Professors at IE University & IE Business School

“Freedom is the ability of self expression, organization of my time.”

“For me, entrepreneurship is personal freedom. I have the freedom to do what I want.”

“I’m also an angel investor and I’m particularly interested in people who have failed in their first startup.”

“PERFECTIONISM ENDS UP DRIVING YOU CRAZY.”

“MOST ENTREPRENEURS WHO SUCCEED THE FIRST TIME ARE JUST LUCKY.”

“ENTREPRENEURSHIP IS JUST ANOTHER WORD FOR EXPERIMENTATION.”

“It’s my 6th company; you get a lot smarter with your time. You know what frogs to kiss that will turn into princesses.”

“Having something to spend your time and energy on can be very therapeutic. It’s better in general in life to be busy.”

“There’s a freedom to being able to bring your kids to events & including them in your business.”

Elina Uutela

CEO & Co-founder at Oppimo

"IT'S NOT POSSIBLE FOR YOU TO BE EFFICIENT 12 HOURS A DAY 12 MONTHS A YEAR, SO IF YOU WANT TO BE AN EFFICIENT ENTREPRENEUR YOU MUST ALWAYS HAVE BREAKS, LET YOUR BRAIN REST A LITTLE."

"FEAR IS GETTING OUT OF YOUR COMFORT ZONE, WHICH IS WHY I ENJOY FEAR. BUT, IT'S NOT THE RIGHT WAY TO LEARN FOR EVERYONE. BUT IT'S IMPORTANT TO GIVE YOURSELF THE FREEDOM TO FAIL AND BE AFRAID, THAT'S HOW YOU LEARN AND HOW YOU GET BETTER."

"FOR ME THE HARD PART IS WHEN FOR ONE MOMENT I FEEL HAPPY, THEN I FEEL LIKE SHIT, THEN I'M ANXIOUS, AND THE NEXT I'M LAUGHING HYSTERICALLY."

Nina Ignatius

CEO & Founder at Beibamboo

"THERE WAS NOT A QUESTION BETWEEN WORK OR MY CHILD. THE START WAS VERY SLOW AND I DIDN'T SACRIFICE MY CHILD FOR MY JOB."

"NOW I CAN CHOOSE THE WAY I SPEND MY TIME. I HAVE DAYS WHERE I DON'T FEEL WELL AND I CAN DECIDE TO GO TO SLEEP. THERE'S NO BOSS."

"EVEN THE BEST PLANS CAN CHANGE. YOU HAVE TO WEAR A LOT OF HATS WHEN YOU ARE AN ENTREPRENEUR."

"HAVING A STARTUP IS NOT WORKING 12 HOURS A DAY."

"My mother said that I should work part time. I didn't want to do that, it didn't fulfill me."

"The to-do list never stops. And unless you put a stop to it, there will be always a new task."

CONCLUSIONS

It's true that being an entrepreneur requires an investment in terms of time and energy. If you want to be successful you can't just spend much of your time working on all the aspects of your startup. And the common thought that the beginnings are the hardest part is not totally accurate. There will be always an important amount of work to do, but...

... you will learn how to deal with it in a more efficient way. Perfection is utopia and as soon as you realize that, you will start spending just the right amount of hours on a specific task. Productivity doesn't mean being at the office 12 hours a day, but getting the work done in the time needed, not more or less.

It's not an option, but a necessity to rest, to take a break, to enjoy yourself and your loved ones. Not just one week a year, but every day. Finding this balance will make you a better entrepreneur than spending your whole day in front of the laptop.

Don't forget that your private life can't be separated from the professional one. Take care of your family. You have to find the time to do it. And yes, being an entrepreneur and a mom is possible.

Your family and friends will be there for you when you feel down. This is going to happen sooner or later. That's called the 'emotional rollercoaster' and it's very common among entrepreneurs. One day you are on the top of the world and the next one you feel like giving everything up. That's business and that's life.

Success and mistakes are different sides of the same coin. And you will make a lot of mistakes, so don't feel bad about it, just try to learn from them and move on.

And if your company fails... try something else! Entrepreneurship is about experimentation. Don't give up.

Entrepreneurship is also about learning how to delegate to your team. It's normal to be involved in every aspect of your company, especially at the beginning. But at some point you need to trust the crew that is with you. This will give you time to spend with your family and with yourself.

the end



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