

### Subject Relevance

**Knowing** what makes a sound entrepreneurial mind-set requires experience & an understanding of how other people behave. Knowledge of sound theory helps, especially as a business grows and situational thinking becomes more complex. In the early days, many startups make poor decisions because guesswork underpins thinking. Likewise, startups can fail to take the important decisions and thus fail to progress their venture - because they fear the task, the outcome or both. **Crisis or no crisis**, entrepreneurs must be curious, escape comfort zones and engage potential customers. This takes time and involves rejection. Yet, sound knowledge and quality relationships are the foundations for any customer-focused business seeking to sustain.

### In this Episode...

Speed of Work  
Startup Direction  
Understanding Customers  
Approaching Customers

**STARTUP  
SURVIVAL  
STARTS HERE...**

## Podcast – Content & Learning Outcomes

**By listening to this podcast**, people learn the imperative value of taking their time and nurturing potential customers when starting a new venture (especially during a crisis).

A crisis creates huge amounts of uncertainty. As a result, buyers typically become more risk averse and thus avoid or make fewer purchasing decisions.

This means it becomes even more difficult for recently created ventures to find and persuade new customers to engage with and/or buy products or services.

### Kubler Ross Model

The podcast features the human process of experiencing loss and grief and references the Kubler Ross model so start-ups have an insight into how their potential customers may be thinking.

Listeners learn about the importance of empathy, tuning into customer needs and why giving first is often the right way to start any new business relationship.

Listeners also learn how they might approach potential customers (off-line and on-line) and also how to develop a mindset that accepts the early stages involve significant amounts of trial, error and rejection.

### Text & Theory Recommendations

Each podcast in this series references useful texts and theory that support the subject matter. The Startup Survival Podcast page within the Hitchhiker's Guide to Entrepreneurship also includes a comprehensive reference section (with hyperlinks) for each episode.

Mark Schaefer, Steve Blank, Pema Chodron and Dave Jarman are all referred to in this podcast. To help people develop a mindset that fits with modern marketing thinking, episode 1 recommends the book 'This is Marketing' by Seth Godin.

If you have any other queries, contact me, Peter Harrington: [peter@simventure.co.uk](mailto:peter@simventure.co.uk)

