

Ref: ICSII-SSIP04/FEB25/04

Date: February 12, 2025

Event Report

Event: The Winning Biz Mindset

Type: Seminar

Time: 3:00 PM – 5:00 PM

Venue: LH28, Indus University

Speakers:

Dr. Daisy Kurien, Associate Professor, IIMS

Dr. Bansi Raja, Associate Professor, Indus University

Total Participants: 35

Overview

The seminar **“The Winning Biz Mindset”** focused on cultivating a strong entrepreneurial mindset among students and early-stage founders. Conducted by **Dr. Daisy Kurien** and **Dr. Bansi Raja**, the session highlighted the psychological, strategic, and behavioral attributes that differentiate successful entrepreneurs from the rest.

Key Highlights

- **Understanding the Entrepreneurial Mindset**
 - Growth-centric thinking, opportunity awareness, and resilience
 - Importance of curiosity, adaptability, and continuous learning
- **Building Mental Strength for Entrepreneurship**
 - Handling failures, market uncertainty, and decision fatigue
 - Case-based discussion on founders who overcame early challenges
- **Strategic Thinking & Creativity**
 - How to think beyond the obvious and connect the dots
 - Tools for improving strategic clarity and innovative decision-making
- **Goal Setting & Discipline**
 - SMART goal framework tailored for startup founders
 - Balancing short-term execution with long-term vision
- **Leadership & Team Dynamics**
 - Becoming a leader who inspires, guides, and maintains team motivation
 - Emotional intelligence as a strategic business advantage

Outcomes

- Participants gained a deeper understanding of what it takes to **think and act like successful entrepreneurs**
- The session helped attendees identify personal mindset gaps and areas to work on
- Many students expressed interest in applying mindset frameworks to their current PoC and startup development

Conclusion

The seminar was insightful and motivating, giving participants a strong foundation in the mental models required to thrive in the entrepreneurial ecosystem. The focus on real examples and practical exercises made the session highly relatable and impactful.

Organized by: ICSII, Indus University

Duration: 2 Hours

Mode: Offline Seminar

