

**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

