

ЕНТУСИАЗЪМ В ПРЕДПРИЕМАЧЕСТВОТО

ENTHUSIASM IN ENTREPRENEURSHIP

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Abstract: *For centuries the success of a country was measured through wars and victories, conquered territory, seized wealth. Since the middle of the last century more precise measurement systems was introduced that began to count other factors: economic development and welfare of its citizens, by means of measuring gross domestic and national product (GDP and GNP). After several decades of using this indicator for measuring the development of the country, leaders and politicians slowly began to realize that many factors are not calculated with this value: unpaid work in the household, welfare of the individual, whether a river is polluted, whether a natural resource is totally exploited, whether employees experience stress, what is the cause of deterioration of the health of the employee, and that incur cost for health fund and for the state and has a lasting economic consequences for the development of society. Many research studies have been done to reveal how to make the employee happy at work, full of enthusiasm; thereby increasing productivity in the company, increasing job satisfaction, and therefore the quality of life of employees can be improved without special equipment.*

Key words: *enthusiasm, happiness, productivity*

ADMIRATION OR ENTHUSIASM

Admiration or enthusiasm comes from the Greek word (ἐνθουσιασμ ἐν θεοῦ) which means admiration for God, the divine delight, to full of God, or free translation, to be alone with yourself. In Neoplatonism enthusiasm gets mystical religious significance. Christianity means obsession with the Spirit. There are many studies on the controversial relationship between philosophy and enthusiasm. The term has been established as a basic

concept of Plato and the ancient philosophers. It was later forgotten and restored in Renaissance¹.

More recently enthusiasm equated with uncritical admiration for a job or passionate eagerness of man for an idea, a dream.² Enthusiasm is activated in any thought of a new idea. Such ideas should be monitored and there is necessity for work and concentration to conduct the work, that is to be realized. Therefore, the man is happy and calm, and life becomes more beautiful in all areas of life³.

Things that are performed with enthusiasm can be simple or endlessly complicated, but the men performs them with enthusiasm and thereby fulfills its personality. Enthusiasm is hard to constantly kept and it is impossible for anyone to pretend that it has. Key to enthusiasm lies in optimism and positive attitude of man to the work organization, learning, people and life in general. That does not mean that any work will be performed with enthusiasm, but only the things that cause intense and sincere interest in what you are working, with the expression of all skills and knowledge, no matter how difficult or unprofitable it would be.

Enthusiasm becomes imperative for every idea, every thing to achieve by the end, with the same amount of pleasure. Enthusiasts are persons that are rarely withdrawn, the spread good mood, the are not strenuous, the are not boring, and because of them all the problems that will arise on the job may be overcome. Enthusiasm is associated with passions that man has in himself, because he projected emotions. It is a expression of a soul, purity of a man. Many people lack enthusiasm because they have too materialistic view of the world. For these people there is no enjoyment, because from everything and from everyone they expect material benefit, and in that point enthusiasm is no more present.

HOW TO DEVELOP ENTHUSIASM

To be in tune with the own capabilities, means to be present here, with feet on the ground , with the view ahead, to create goals that will be inspirational and attainable.

Some of us are underestimating, and some are overestimating themselves. Some think they have low capacity for achieving life goals, so they do not

¹ Bernd Bösel Frankfurter Rundschau, Christine Pries (05. Jänner 2009)

² http://www.osijek031.com/osijek.php?topic_id=322

³ <http://znacenje.rs/sta-je-entuzijizam>

even condemn setting the goals. Some people, however, so extol their potential that can not achieve their goals that they have set in accordance with the opinion of their capacity. Everyone is most reliable when it is in line with its capabilities and when it is in his own ground. Those who felt they could do everything (and in the same time) usually do nothing, because when they start the realization, they face with the fact that they are not ready and that their excessive capacity exists only in their imagination. Under such unrealistic expectations often hides a complex of inferiority. These people often have a lot of ideas (that are needed for example to be an entrepreneur) but they never realized them. Then comes a new idea, but something unpredictable will happened (which should be predicted), and a product of that is - disappointment (something unpredictable is happening to me). The story of big expectations is not only in the head, but also in the emotions. For such a man ideas drains, steaming, and plans crumble. Then he emotionally suffers failure, from euphoria to depression⁴.

Enthusiasm comes from the self-confidence, the internal stability of faith in our own self. And it is hard to believe in ourselves if when we were children our parents did not believe in us.

The biggest motivation is when someone believes in you. The world would be very different if all of us trust in each other, if we have the support from friends and if we believe in everyone in an organization.

Many of us forget their small successes in life that brings pleasure. And that is the center of enthusiasm. Man starts every idea with the first step. Therefore, it should be gradually improved and gradually be enjoyed in small goals. After a person can be sure that he is capable, he may set bigger goals. So, step by step, which brings pleasure from small everyday successes.

There are various ways to raise personal and organizational enthusiasm. We must develop a culture of trust and respect, that can be shown through the behavior of managers to their employees and between employees. Organizational culture is formed by the attitude of the manager or the owner of the company to the employees, through his smile, the way he talks, the words he uses, the grip of the hand in greeting and even the way he goes.

⁴ <http://www.sensaklub.hr/clanci/blogovi-strucnjaka/kako-razviti-zdrav-entuzijizam>

People never achieved enthusiasm when they are bored and are not interested in something new⁵. But very often the enthusiasm ends only with desires. Reasons for this include:

- Disregard to themselves: You'll often hear, I want to be an entrepreneur, but I am not capable for it, I am not educated, I have no experience, I am not smart enough, all ideas are already invented. Many young people destroy their desire because of their disrespect of themselves.
- Often people think that in the place where they are located, they have the highest security. Therefore such people fall into monotony. In Republic of Macedonia in the beginning of the process of the privatization and opening of new businesses, often dare those who had nothing to lose.
- Competition - there are too many companies in the market, I have nothing to start. This kills the energy and life enthusiasm.
- Responsibility to own family - some people are too liable to family and think they will remain the family in uncertainty if they start a new business.
- Agreeing as opinion and behavior is fundamental to the management of human resources. If you mention three reasons that make human resources crucial to the success of an organization, we see that only managers who think positively, will have success in managing.
- All three areas of objectives are integrated and interdependent. By achieving greater productivity, a higher quality of life for employees and more harmony among the people in the organization may be achieved. If human resources are properly utilized, all other resources will be well utilized in the same time.
- A motivational theories teach that money influences the effectiveness of the people, as an internal motivator. But people who work solely for money, takes a lot of work that they can not perform with high quality, and appetites for more engagements grow, and in this way the standards are violated and productivity is reduced.
- Managers who respect these principles will be successful.
- From all the principles of management we can clearly see that the center of all activities in management is MAN. Therefore, the importance of human resources becomes an important factor in meeting the objectives of management.

⁵ <http://www.mandarina.rs/dobro-se-osecam/svetja/Kako-razvijati-entuzijizam.a-88.57.html>

The only way to activate the full power of people is to follow their wishes, the necessary capabilities to set and accomplish realistic goals. In this way people will gain energy, enthusiasm and mental acuity. Entrepreneurs to be successful work longer than the prescribed time. They do not complain on too much work, but they enjoy the work. They are willing to work under pressure and with tight deadlines. They are completely focused on their goals and that gives them energy. The goal is the one that kills the boredom of people.

TYPES OF OBJECTIVES, MISSION, VISION, OPTIMISM

All of us have experienced period without a goal, without a plan of the day, with no schedule, no idea about what we will work. In these days we usually do not achieve anything, we roam aimlessly, with no energy, no enthusiasm. Beautiful are the days when we wake up with a plan and accomplish a lot during the day. It makes us satisfied, motivate and with positive energy.

To go through the scale of success, the goals should be set and also the deadlines for achieving those goals should be determined. When people do not have goals, gradually they burnt out. Deadlines inspire, activate people, develop enthusiasm, vitality. If some goals are not achieved, or deadlines are not met, that should not be discouraging for us, but it should be seen as training or experience.

One of the conditions for success is good communication with people. The differences between people, their flaws and virtues should be recognized and accepted. You should always include positive thoughts. Think positively about other people – in that way positive results can be achieved.

Courtesy - people feel better if they are addressed in polite way (with respect). In doing so, we feel better and emit positive energy and enthusiasm. Do not blame others for your own failure. Since that influence on the time that will flow to your success⁶.

Each organization should have its own vision and mission. The vision should be a promise, it should cover all aspects of the business. It needs to be realistic, but would then be called a plan, it should be midway between

⁶ Drašković, Branka, Entuzijazam i strast, psiholog.

the reality and fantasy, it should make sense, to cause commitment to inspire, causing harmony and teamwork. People, their talents and financial exhortations are part of that vision.

The management is by definition a management of change. The launch of new products, reorganization, hiring people with new skills, introduction of new technologies are part of the vision, these are the steps on the way to fulfilling the vision.

The vision must be cherished, it does not submit mendacity and inconsistency of the manager⁷. Any deviation from it reduces the engagement of the employees and undermines the employee performance. The manager must, in the implementation of the vision, to ensure the integrity of the employees and its own personal integrity and consistency. The fundamental mistake that must be avoided is to introduce a change in a way that seems inconsistent with the previous statements and the vision.

The maintenance and implementation of the vision is an ongoing process that is not a task that meets once and for all.

The companies that have implemented this strategy receive a lot of benefits, they reduce the risk and the level of investment, shorten the time required for innovation, taking advantage of the many suppliers and become more flexible.

In their companies are located the best graduated students in that generation and those non stop are trained and prepared for leadership in their professions. The mission of an enterprise must not be a maximization of its profit. Profits and profitability are important to the society even more than the for the individual business, but still it should not be a target, why the enterprise exists. Profit is a limiting factor for the work and the activities of the company. Profit is not the explanation, the cause or the principle of the behavior and decision making, it is a test for a successful work. It is a consequence. As Peter Drucker says, even if you put angels in managerial armchairs, they would have to create a profit, despite the complete lack of a personal interest in its creation. But if the profits become an essential goal of the company, it would be fatal to her (Adizes)⁸.

Any entrepreneur and manager must possess a strong optimism. An optimist does not mean believing only in the "good" things, but in "the better" ones. The optimists are not satisfied only with what is the enough, they ask for: the best, perfectly. Therefore there is the notion of "the perfect

⁷ Krlev, T., Principles of Management, 2-th Edition, CIM, Skopje, 1996

⁸ Adizes Isaac, Management changes, Detra, Skopje, 2007

organizations". In the book of Joan Collins, "How from good to become excellent", and how not to be satisfied with the good companies, but with excellent ones, it is clearly seen what was meant by the term "optimism." An optimist thinks the world in which he lives has no defects and the people in it are perfect. This attitude was needed for the development of civilization and was supported by many philosophers. For the philosophers, to be an optimist means to know the meaning of life, to grow and evolve, to follow the cycles that lead toward one goal, and that is that life is not a random and that it should be happily lived, no matter where we work, and what we do.

But since the modern philosophers have not explain the life through this evolutionary criteria, they appeared hotter opposite, to the logical reaction: pessimism. For pessimistic philosophers, was not important what would happen tomorrow. They did not care wheatear tomorrow Good Will Conquer the evil, what is important is - today. And because today we have a problem or pain, we could not be an optimistic. From these considerations Voltaire drew a conclusion that optimism is the faith of the mentally retarded.

So come across the two opposites which look irreconcilable: optimism and pessimism. But philosophically and practically it has been told, that this world is not perfect, it is not completely bad but is not a the best, so we can make it better. The perspective of optimism that we were question about is: if things are not perfect, at least we can do is: to correct them⁹.

Job satisfaction is critical to high productivity, motivation and low employee turnover. Company's productivity, job satisfaction and quality of employees life, can be improved without special equipment. There is more research dealing with issues of happiness on a employees personal level or globally, be it for purposes such as raising company`s profits or people`s satisfaction.

Why to write about happiness, when most of the global economy is in crisis, and people are unhappy over the world? First because the factors of satisfaction at work, company's productivity and the people in general can be improved in a very simple way, without special equipment. But that requires a change of systems, management and employees¹⁰. The countries of our region have a particular resistance to change and cling firmly to long passé attitudes and behavior towards.

⁹ Newspaper "Nueva Acropolis", 258, Madrid, 1997

¹⁰ Naumovska, L., Management of Hyman Resources, EURM, Skopje, 2008

Dealing with problems in the field of management, many frustrated, uneducated, vulgar heads do not allow the development of human resources in companies. These behaviors cause dissatisfaction among the people, which contributes leaving the company by normal and good people.

POSITIVE EMPLOYEES AND COMPANY

The latest research results in the field of psychology, economics and organizational behavior, confirm that there is a clear correlation between the positivity of employees and excellent results of the company. The feeling of happiness positively affects not only the company but also the state. There are many ways and indicators that demonstrate how people make happy at work. It is a pity that these findings do not apply to companies. Managers often confuse the terms "challenge" and "threat." The challenge motivates and threat kills creativity. Employees are happiest when trying to achieve a certain goal.

For centuries the success of a country is measured the wars won and conquered territories seized treasures. Since the middle of last century was introduced a little more precise measurement systems for measurement, and began to count other factors: economic development and welfare of its citizens, by means of measuring gross domestic and national product (GDP and GNP).

After several decades of using this indicator for development of the country, leaders and politicians slowly began to realize that many factors are calculated with these values: unpaid work in the household welfare of the individual, whether a river which has contributed to raising the GDP is contaminated, whether a natural resource is totally used, and it can have a lasting economic consequences for the development of the region

For example, in countries with highest income, as were most suicides. Studies have tied fortunately developed in the last twenty years. The aim is to find new tools for making the right decisions. The level of organization, research related to happiness and satisfaction in the workplace to help motivate employees, improve work environment and make the company more productive. Creative employees are primarily people who are satisfied with their private life without fears and worries. So happiness is present when a person is not afraid and do not worry. This paradigm is present in the Bible when people compare with birds always have food and flowers from which man can be beautiful.

Today is difficult to find such employees why they are required much work and given a little money, are not respected enough, they restrict all the resources to create.

WAYS TO RAISE ENTHUSIASM

There are four ways to stimulate the enthusiasm and motivation of employees, which will achieve the transformation of the organization, participation in decision-making employees, sharing information, feed back to the pursuit of performance and minimize the uncultured attitude and misconduct.

To achieve a high level of job satisfaction, the manager must be altruist. Satisfied employees improve every segment of work, there are fewer absences from work, more productive, and the organization has a small staff turnover. One of the most famous magazines in Management, Harvard Business Review, says that there are two elements for the development of the company, and that lifelong learning and vitality of the organization.

It is employees feel positive, enthusiastic and enthusiasm to get things done, which will positively affect all employees in the organization. And the organization on the other hand will make clear to employees that what they are doing, every day has value and there are differences in performance

CONCLUSION

All this can be achieved if employees have the capacity for continuous learning and achieving new knowledge and skills. Acquiring new knowledge is also an element of employee satisfaction and greater productivity of the organization, because people who acquire new knowledge, skills and experience create a positive spiral, become more motivated and confident in their own potential and opportunities for development. But the acquisition of knowledge without enthusiasm causes rapid fatigue and a drop in motivation, walking by the company, why the person does not see the essence of acquiring new knowledge about a job that does not want to work. Similarly if there is no enthusiasm personal development, challenge and learning at work, coming to boredom and routine repetition of things, why not new things, and sooner or later comes to seeking a new job.

Only the combination of these two factors, which are applied in the world's best companies, is a winning combination where personal development and employee satisfaction are mutually reinforcing and help.

Rare personalities naturally in any setting are creative and watch enthusiasm, as well as opportunities for development. Right manager should hire such people, but the culture of enthusiasm can create without any special investments, mainly by changing the management approach. Encouraging enthusiasm to transform the organization, decision-making employees, sharing information, giving feedback on performance and performance by minimizing improper and inappropriate behavior at work.

In any case, a higher level of happiness and job satisfaction is better for the individual and for the whole system. There is no doubt that part of the popularity and development of happiness studies is incurred in order to maximize profits and increase productivity of the world famous corporations. If you already have days to spend at work, it is better to enjoy the workplace. Passion and enthusiasm in the workplace raise the motivation of employees that raise productivity. If a worker fails to recognize your potential, passion in the workplace is guaranteed. Passion for the job is much stronger than anything, just wants the job. When the employee feel, passion, eager to go to work, time to work his summers enjoying the strong project that works. When truly enjoy the work go faster and easier. There are many people who work for it as something unimportant in life, which ensures their existence. Also, the logic of the owners, not everyone can, a long-term dangerous and can seriously disrupt the livelihood of the entire company.

Employees spend forty hours a week of work, and are not it nice to those happy hours than hardly wait to finish this time. However it is a coupling between an employee and a business owner. Young people are always looking for a new job, which will bring passion. By harnessing the paradigm "you have to be happy while you work," employers have claimed responsibility over the consequences such as reducing the efficiency and worse income. Workers also the same words to justify their own inaction, looking for new challenges or new jobs that will raise the passion. Indulge in the work can be pretty as any enjoyment if a person is appreciated. So managers should be educated and understand the importance of passion for the work of their employees.

Passion and enthusiasm are developed first by informing and acceptance of the company's vision. The vision needs to know all the staff, why work you are targeting. The culture of the organization is the second

motor, the method of rewarding benefits. Most need to avoid injustice, because injustice is much stronger source of discontent than salary.

The work does not pose a nightmare, the employee should be adequately educated, informed of all things, regularly attends training, to read, to ask, to develop new ideas. Fatigue is a factor known to kill motivation.

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