



UPENSKILLS

Ivan Grgić (33), owner of the
Kreativna agencija Adverta

Risk is the basis of entrepreneurship

I worked a lot of student jobs before starting Adverta, so I gained good working habits because the the whole time I had to combine studying and work due to my financial situation, and that enabled me to develop responsibility when working.

I think that recognising opportunity is one of the most important skills in entrepreneurship. If you have some financial security, and you're only with one foot in business it's like sitting on two chairs and that's not true entrepreneurship because risk is the basis of entrepreneurship. Since I started my business in 2012, I went through a lot of different courses and online education and seminars, so I gained knowledge about writing projects, which helped me a lot because practically everything you do when you start something new, a new activity is actually a new project and if you use a methodology that is the same for each project, as a rule of thumb it turns out well in the end. If something is not good, you eliminate it at the beginning, so I would like to emphasize project management as one of the skills that is important to all entrepreneurs and which can be easily achieved through courses at this day and age.

In addition, every entrepreneur must have or develop the skill of organizing their work and time. We live in a time when young people are born and live with the digital competencies which certainly makes conducting business easier.



Through further work, I actually realized that I know how to perceive people very well. Certain knowledge of psychology is the best strength of an entrepreneur - the ability to recognize the potential of people, to recognize the potential in the environment and to recognize the opportunity when it arises. Unfortunately, the measures that the state provides to entrepreneurs actually give some false security for the first year because the first year is the most important in that period where you prove yourself, scratch and want as many jobs as possible.

What I have noticed is that most young people are quite passive and do not have that push with which they are determined to do more than what is required of them. This is the main thing that distinguishes an entrepreneurial mindset from a working mindset. Every time I do something I look to make it better, to make it different. You simply have it in you or you don't. You can't teach entrepreneurship. Some skills can be polished that ultimately give good results, but an entrepreneurial character cannot be learned - either you have it in you or you don't.

You also need to expand the range of your business.

Never do just one thing.

As the proverb goes: When you carry eggs, don't always put all of your eggs in the same basket, because if you drop one basket, the other should remain as a reserve.

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