



Module:
DELIVER ENTERPRISE SUPPORT
Unit 6: Entrepreneurship

Partner name: ARTeria – www.fundacja-arteria.org

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USING METAPHORS

to see yourself and your business more clearly

Encourage participants to see themselves in their business ideas by using images as metaphors to represent their feelings and compare this with how they would like to see themselves in the future. Use this exercise as an opportunity to discuss the power of positive thoughts and images in keeping motivated and enthusiastic about their future possibilities. Metaphors are useful way of ‘carrying’ a meaning from one idea or word to another.

Think of a metaphor for how you feel about yourself and your business idea now. You could draw a picture to make the image more powerful – try not to use words.

How would you like to see your business and yourself in the future?

Images can be very powerful tools for helping us to quickly get into certain thoughts or feelings.

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