

## Example texts for a “coaching principle”

# Hold up a Mirror

Guiding startups that are applying game tech to solve real-world challenges often means working with individuals or groups that aren't necessarily familiar with the industry and professional culture they are going into. There lie pitfalls and dead ends in attempting to simply transfer assumptions and preconceptions from one industry/sector to another.

As a coach, you can support these teams in initiating self-reflection as well as applied, culture-focused market research.

[Read more:]

To avoid the unquestioned and often subconscious transfer of assumptions and presumed facts about the how's and why's of target customers and partners, it is important for entrepreneurs to reflect on their own (professional) background in relation to the sector/industry they aim to enter.

Two central questions are: What do I know? What do I need to learn?

This exercise is especially vital in two scenarios:

1. No clear, pre-defined connection exists between the startups “origin” industry and the industry they are to enter
2. The team members strongly identify with e.g., the entertainment games industry but are aiming for another industry

These and similar scenarios - especially when left unexplored and in the subconscious - can make it difficult for individuals and teams to “let go” of their preconceptions and therein dive into the professional culture (e.g., language/communication style, norms, habits...) of their market-to-be.