



The importance of psychological accompaniment for the founders of startups

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Abstract

Notwithstanding the broad spread of the significant economic institutions over many years and over many industries and domains, we are witnessing a major breakthrough achieved by developing institutions as a container for all new and creative technologies. It is underappreciated and must be conserved in a variety of ways. Psychological support is regarded as one of the most important and effective strategies for preserving the mental health of the young investor or owner of a start-up enterprise, and ensuring that he always enjoys the readiness of his mental abilities, physical activities, and emotional and behavioral health in order to run his business and complete his work with a high level of professionalism and assurance. Based on this, the present research paper aims to clarify the importance of psychological accompaniment to maintain the mental health of startups founders and entrepreneurs .

✓ **Keyword.** Psychological accompaniment, Founders of start-ups, Enterprise Policy

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1. INTRODUCTION:

The mental health of young entrepreneurs who own startups in general, and young entrepreneurs who suffer from difficulties in dealing with others, or who have previously gone through failed experiences in running their economic projects, or finding difficulties in forming normal relationships with departments and other customers, calls for special forms of psychological intervention. The latter is needed with the goal of correcting and restoring the psychological balance of these young people, there are many theoretical approaches to the relationship of psychological accompaniment, and they aim in their entirety to provide psychological services to them in their different projects. In accordance with their capabilities, preparations, and desires, psychological counselling takes the creation of harmony and psychological comfort as an essential goal for them.

Based on the aforementioned, the following question is raised: What is the importance of psychological accompaniment for the founders of startups?

2. Definition of accompaniment

The word accompaniment is linguistically defined as: accompanied, accompanies, accompaniment, i.e., a companion, and/or to go along with. The origin of the word goes back to the Latin word “CUM PANIS”, which means “sharing news with others” (Paul Robert, 1981, 28).

Semantically, it is defined as a group of phrases that meet and then branch out from this term or get replaced by according to places and fields of use, including: direct, follow, instruct, supervise, listen, accompany, be, support, advance with, lead, secure success, connect, Guarding, pairing, receiving in a group talk, mediation, etc. (Cohen, 2007, p.27).

In Algeria, supporting new businesses is regarded as a strategy that fits within the

context of aid offered by the UN via the United Nations Development Program (PNUD) and in coordination with the UN Industrial Development Organization (ONUDI).

A list of indicators, including encouragement and support, project structure before submission, and creating a builders' club, are included. Fiskin also emphasizes the importance of innovation in the growth of the profession of those responsible for accompanying inexperienced contractors and investors as well as the development of programs that aid in the transfer of competencies to those responsible for accompanying those who provide information to contractors and investors. Only in this way can the facilitator and the institution's creator be aided while they are "on trial" (Vaesken, 2007).

Regarding "Fayol," he views it as a method to assist young people in setting up their institutions. We are based on the existence of social relations between the project's owner and the utility, which last for a set amount of time (not permanently), and through which the young contractor or investor can complete a variety of training and acquire resources that will help him advance his skills to make his project a reality (Fayolle et al., 2004, p.77).

Other researchers such as Viquerat argued that the young investor or contractor is surrounded by six actors who have an impact on him throughout the accompaniment process: his family first and foremost, competitors, people with whom he conducts business, suppliers, bankers, and shareholder partners. Each of these actors has the potential to either help him face challenges and problems or help him succeed and increase his profits (Viquerat, 1999, p.14).

3. The establishment of a start-up

Based on a variety of data and statistics, Algeria has gone through several changes at the level of the economic policy followed and according to the social and technological change taking place at the local, regional and international levels, and on December 12, 2001 Law No. to promote and accompany emerging or small enterprises (The Official Gazette, 2001, 5).

Furthermore, the establishment of any institution is all about a decision based on a set of motives and goals to be achieved by the founder, and this decision is considered the most dangerous in the life of the owner of the institution, and this is due to: the high number of institutions that disappear from the market daily, the great responsibility that the owner of the institution can bear In the event that the latter is exposed to internal financial crises related to the market, which sometimes leads to the loss of capital that was built up over the years (Papin, 1984, p.7).

4. Accompanying organisations of startups in Algeria

There are many organizations that can support young investors and owners of startups to ensure their success and sustainability, namely:

- Ministry of Emerging Businesses.
- Investment Promotion and Support Agency (APSI).
- National Unemployment Insurance Fund (CNAC).
- National Microcredit Management Agency (ANGEM).
- National Agency for Support and Development of Entrepreneurship (ANADE), better known by its former name, National Agency for Support for Youth Employment (ANSEJ).

- National Agency for the Development of Investments (ANDI).

To encourage business creators, each of the three systems ANADE, ANGEM, and CNAC has its own guarantee fund for loans granted by banks.

In 2020, the National Agency for the Support and Development of Entrepreneurship (ANADE) broadened its scope of action to encourage the creation of businesses by Algerians aged 18-55 instead of the 19-40s previously.

The National Advisory Council for Micro-Enterprises is an advisory group that aims to support exchanges and consultations between small businesses and their professional associations on the one hand and public authorities and bodies on the other. It was founded in accordance with article 25 of law 01-18 and one of its main responsibilities is to ensure interaction and consultation between the government and the social partners. It also provides incentives to support the formation of professional groups (Salehi, 2004, p.156).

In its desire to develop and modernize its economy, the Algerian state created on February 25, 2020 the Ministry of the Knowledge Economy, Start-Ups and Micro-Enterprises, (Executive Decree No. 20-54 of the on 02/25/2020), to which it attached ANADE and ANGEM on October 20, 2022 (Executive Decrees n 22-354 and n 22-355 of 10/20/2022). In addition to so-called traditional companies, this ministry has set up the Algeria Disrupt program, which is a legal and regulatory framework whose purpose is to promote start-ups and accelerate their growth. This program also introduces a new public investment fund dedicated to start-ups, as well as a start-up accelerator (startup.dz). Executive Decree No. 21-170 of 04/28/2021 defines the conditions and procedures for granting tax benefits granted to companies with the "start-up" label or the "incubator" label.

Indeed, a large number of Algerians have heard of or read articles on start-ups or innovative companies whose activity in principle consists of finding an economic model or a concept that will allow them to earn money from that the idea is fully materialized (Djekidel et al., 2021, p.418).

5. Forms of psychological accompaniment

Undoubtedly one of the most important priorities that must be addressed is the psychological well-being of young people who are preparing to establish startups or who have already entered this challenging domain. This is to avoid all negative phenomena that would disturb the mood of young people and get them involved in a spiral of wasting time, effort and money, and hence it came The need to avoid these negative phenomena by various means and work to obtain the largest amount of sound economic outputs, by strengthening the mechanisms of psychological support in all its forms among these people.

In order for youth to achieve and prevent failure, the following forms are most important:

5.1. Listening between the young start-up entrepreneur and their accompaniment

Listening is defined as a higher type of hearing, in which the intention and intent are available with the strong desire to achieve the one who listens to it (Younes, 2000, p.6). It is also an aberrant process that attempts to perceive sounds, but with a greater degree of interest and attention, and effort must be made to understand the content and evaluate the meaning, because the difference is in the degree and intensity of attention (Laleg, 2005, p.9).

According to the aforementioned, there is a distinction between hearing and listening (listening), and this distinction is in the intensity rather than the type of the act. Moreover, listening may be intermittent, like young investors listening to

explanations by specialists in the field of economists or administrators responsible for granting these investment projects to them, in an atmosphere dominated by indifference or bureaucracy, or an atmosphere dominated by noise and clamor, because the listener follows up for some time and then turns away from it.

In the same line of thought, listening is continuous, uninterrupted with intense attention and focus on the source of listening while continuing to understand what he hears, where the young man who owns the emerging enterprise is with the person accompanying him in an atmosphere of trust and mutual respect between the two parties with a precise and detailed explanation of all the steps that must be followed in order to The success of the project with the embodiment of all the facilities that would create an atmosphere of psychological comfort away from all pressures and obstacles, and thus it can be said that listening includes listening, and not every listening includes listening.

5.2. The importance of listening in the communication process between the young owner of the start-up and their accompaniment

The following statements demonstrate the significance of listening:

- Listening is an important part of human communication. We cannot imagine true communication without the element of listening.
- Listening helps in understanding the capabilities of others (young investors) and to reveal their talents, potentials and abilities.
- Listening helps in reducing the anger of the invested young man speaking, raises their spirits, and encourages them to continue speaking.
- Listening helps in grasping the facts and knowledge of the subject being listened to.

5.3. Fostering the concept of the self-Identity to the young owner of the start-up

The concept of the “self-identity” is used broadly to refer to how an individual thinks about evaluating and realizing oneself, as the young investor must be self-aware in order to be self-aware. Individual views about oneself, including physical, psychological, and social traits, as well as the individual's understanding of what he is or attributes. As a result, we find that the self-concept is an important aspect of the study of social, human, and evolutionary psychology, because it is the basic structure in which a person perceives himself when interacting with others, as well as how he sees himself as a separate individual apart from him.

According to the psychologist "Carl Rogers, 1959," the identity contains three distinct components:

- An individual's view of himself (self-image).
- What value do you place on yourself (self-esteem or self-worth).
- What you would like to be like (the ideal self).

5.4. The importance of enhancing the self-image of the young entrepreneur who owns the startup

The main axis of knowledge that defines the personality of the young entrepreneur is the self. The stronger the concept of himself, i.e. how one perceives oneself, the more they determine the characteristics of their personality and how they perceive it. The self is seen as the essence of the personality that brings us together, and the self-concept is its foundation.

Enhancing the young entrepreneur's self-image has a profound and effective impact on all elements of their life. It has an impact on their work performance, how one interacts with others, the ability to influence people, and overall psychological

wellness. By improving their self-image, the young entrepreneurs develop the belief that they are qualified and capable of adapting to basic problems in their personal and professional life, and that they are deserving of happiness.

5.5. Guarantee of support (assistance and support) for the young entrepreneur their accompaniment

Support is the encouragement, sympathy, and psychological assistance that a young investor or entrepreneur receives from their environment. Whether it is official support provided to them through various social institutions and associations, or informal support provided through the people around them such as members of family, relatives, friends, colleagues and others who have a relationship with them. Every young entrepreneur requires this assistance at some point in his investing career, particularly when confronted with a barrier, challenge, or problem that stops them from executing their social functions in general.

Regarding the difficulties encountered by the young investors/ entrepreneurs, the support here means helping them to overcome those obstacles resulting from incapacity or failure that does not enable them to benefit as much as possible from the facilities, explanations or material resources that are provided to them that reflect their special needs, as their psychological condition is a result of failure or encounters with obstacles that may hinder them from completing their projects and would hinder their way of thinking, learning, and absorbing the information provided. Therefore, they become in dire need of help and support from those around them to overcome these obstacles, and this is what the accompaniment usually does.

5.6. The possibility of establishing an individual project for the young investor

Establishing a personal project is a strategy (plan of action) for the young entrepreneur to choose his professional path in order to achieve successful career

prospects. The personal project is perceived as an incentive for the young entrepreneur or younger person looking to invest in their startup to become even more interested in their enterprise.

The personal project assists the young entrepreneur in crystallizing knowledgeable decisions, with the most tangible advantages being that his behaviour aligns with the established goals, strengthening his self-confidence, and not hesitating when making decisions, while selecting realistic ideas and projects with a high probability of success.

During the early stages of the young entrepreneur's investment career, he goes through various stages that require him to think seriously and responsibly about his professional future, which requires him to answer some important questions that he must first ask himself, which would clarify many vague ideas for him/her, such as what they want to do and what kind of project they wish to fund along what purpose, and finally, what are the institution's requirements and conditions and would their physical and mental talents enable them to successfully commence the project ...etc.

The accompaniment's role is to assist him in building his individual project by answering all of these and other questions, which include self-knowledge, knowledge of his material, cognitive, moral, psychological, and formative capabilities, as well as knowledge of the most important projects in the labour market.

Self-knowledge: Amongst some of the factors that the young entrepreneurs should be aware of are:

- their abilities and skills.
- their ambition and motivation.
- their likes and interests.

- their personality traits.
- their state of health.
- their strengths and weaknesses.

In this case, the accompaniment uses a set of means to know himself, namely: tendencies forms, testimonials (personality tests), psychological testimonies...etc.

5.7. Knowledge of the field of study and training

The young entrepreneur must have a certain academic level or at least professional training in a specific specialty to gather sufficient information that allows him to reach his project that he aspires to achieve, such as knowing the various projects that can be accomplished, the conditions for joining them, and the most important requirements that must be met.

In this regard, the accompaniment helps him/her to know the most important means that enable him to know his knowledge potential, such as: examining the various written, audio and visual media supports, making visits to the various economic and training institutions in this field, visiting information centres and assisting with guidance.

5.8. Knowing the most important projects in the labour market

Employment is the primary goal of any professional project or startup project that any young man who loves to invest dreams of, so he must know everything about the labour market and the projects he aspires to before entering them, including: Being aware of labour market developments and transformations, Terms and conditions of work...etc.

Following this line of thought, the accompaniment helps him/her to know the most important means he relies on to identify projects in the labour market, such as: employment advertisements, field visits to contractors, companies and even successful start-ups, meetings with professionals, various media props, and various bodies in charge of projects and Businesses.

We understand from this entire process that there are several stages to establishing an individual project, namely:

- **Exploration:** the young investor/entrepreneur gathers as much information as possible about himself, his formative surroundings, and the economic environment, including the labour market.

- **Crystallisation:** this stage is intended to organise and arrange the information collected (i.e. identifying the appropriate project for its cognitive, material and psychological capabilities).

- **Privatisation:** In this stage, the investor/entrepreneur has to make appropriate decisions during its formative course, taking into account the reconciliation of abilities and ambitions.

- **Achievement:** in this final stage, it is necessary to anticipate difficulties and protect the decision.

And without the assistance of the facilities, none of these stages will be completed successfully.

6. Steps and strategies adopted in the psychological accompaniment of the young investor

6.1. Psychological guidance

It is an acceptable voluntary relationship between two people, one of whom is concerned about a problem or problems related to the fate of his balance, and the other who is supposed to provide assistance, and the relationship must be direct and face to face, and the method used in this field is the style of speech (Zahran, 1998 , p.34).

Psychological counselling investigates, interprets, assesses, and alters behaviour as a technical method and technique utilized by people around the formed young man, particularly the qualified teacher, to attain the overarching goals of success and improvement (Al-Maarouf, 2005, p.11).

As a result, counselling young people, particularly those seeking to form start-up institutions, is a process of assisting in the care and direction of their psychological, educational, professional, and social growth, as well as assisting in the resolution of their everyday difficulties. Guidance for young people seeks to assist them in achieving sound and integrated growth, normal and comprehensive psychological compatibility, and the best possible degree of psychological health (Al-Dahri, 2008, p.88). Moreover, it is a process that aims to help the young investor to properly use his capabilities and abilities to adapt to his private and professional life. Guidance generally means guidance to the optimal behaviour, and aims to influence the behaviour of the individual with the intention of changing it in order to achieve a goal desired by the client.

One of the characteristics of developmental activities is that it is based on the wilful activity of the individual (the young investor) who seeks change assistance from the counselling professional. The establishment of start-up institutions that may be in

the late adolescence period, and thus psychological counselling services for these young people, must be entrusted to people who are sufficiently familiar with the period of adolescence and its mood, behavioural, and emotional fluctuations to understand the teenager, and that attention be directed to developmental and preventive counselling services, as well as the creation of a good environment.

The young entrepreneur, providing the appropriate psychological climate for the growth of a normal personality, and helping the young man to understand himself, accept himself, and accept growth changes, taking into account individual differences and differences between the sexes, and the style of ordering, preaching, and direct judgment must be avoided, and psychological counsellors must appreciate their important role in the growth and development The positive, flexible, and normal self-concept of youth (Zahran, 1998, p.467).

Nowadays, psychologists agree that counselling work is that which develops in the client the independence of his personality and a sense of responsibility, giving him a wide range of options. The therapy also seeks to give the young investor more self-control. Not only do we aid those who are having problems, but we also help everyone understand themselves in the context of their relationships with themselves and others. As a result, the primary job of coaching the young investor is to ensure his psychological well-being.

In terms of guidance, it does not simply mean providing advice and assistance and finding solutions to specific difficulties, but also assisting them in solving these problems by enlightening them on numerous paths to effectively address them. Then, guidance is a collection of various preventive and constructive educational services provided to the young person by a variety of parties and in a variety of ways, with the goal of assisting him in realizing himself within his capabilities, abilities, inclinations, and the capabilities of his environment (Suleiman, 2002, p.86).

6.2. Individual corporate project

The concept of the project has been pervasive in many disciplines, progressing from a public project (the community project) to a personal project (the life project), passing via the enterprise project and the contracting project...etc. The ability to conceive future ideas and prepare to realise them in reality can be defined as the project. To comprehend the significance of the project, specialists define it in three main dimensions, which are as follows:

- The vital dimension: it is the dimension through which the young investor can continuously adapt to the changes taking place in his social and economic surroundings in particular.

- The pragmatic dimension: since it is not possible to isolate the "project" as a procedural and predictive process from the achievement process through which it is embodied on the ground, anticipation and achievement are two processes characterised by interdependence and complementarity to the point of overlapping and sometimes even congruence.

- Predictive dimension: The project as a process requires organisation on the one hand, planning and evaluation on the other hand, and this is what helps in good forecasting.

As a result, the project must concentrate on assisting the young investor in setting goals related to a conscious vision of the problems of his investment (economic) and formative project, as well as in adapting his behaviour and responses to achieve his own conditions that are in line with the objective conditions imposed by his social and economic environment alike.

6.3. Mediation in the field of education and training

In the field of education and training, mediation is defined as the sum of the assistance and supports that one constituent person can provide to another constituent person in order to enable him to access some knowledge, and what is meant here is the formative and cognitive aspect that the young investor receives, whether in his academic or training life in general, or in his professional life as a manager. For a new institution that needs to create expertise and experience in addition to academic knowledge and information in order to stay up with ongoing technological advancement, the term "mediation" has four meanings in the field of education and training, which are:

- Interpretation of the role of the component: The latter is no longer only a knowledge provider, but rather acts as a mediator between formed young and knowledge (science), designing scenarios and processes that allow him to overcome the psychological, social, and cognitive difficulties associated with each learning or training process.

- In the case of cognitive re-modification: In this context, mediation refers to all programs aimed at young adults who are preparing to start their own businesses or young people who own and run businesses. It attempts to re-establish the basic logical learnings through a pedagogical gradualism focusing on "inference training".

- The job that some users perform: The inspectors and social assistants, as well as some of the teachers, are charged with this task, so that mediation achieves both life within the training institutions and relationships with family and the environment.

- The term "mediation" is specific to young people: Training institutions have offered "pedagogical mediators," whose purpose it is to prevent or resolve conflicts, as well as to contribute to calming and facilitating interactions between young people who

are formed in the field of investment, with the regular course of training and learning processes.

6.4. The role of mediation in the field of training is represented in

- Achieving basic learnings that help young people to acquire scientific material and theoretical knowledge.
- Competency building.
- Achieving interaction and socio-cognitive conflict between the formed young man and the knowledge provided to him by the person in charge of mediation.
- Understanding the needs and requirements of the young adult.
- Finding solutions to the various problems and difficulties that the formed young man suffers from.

As such, the psychological accompaniment relationship is a positive relationship in and of itself, and it is more than just a therapeutic or a simple helping relationship; it is a relationship that seeks to raise the level of performance of the young investor, improve his ideas and results, and provide support and accompaniment to him in order to avoid the spectre of bankruptcy and failure.

4. CONCLUSION

There is no denying that the goal of any young man running a start-up is to achieve success, excellence, and distinction for his organisation. As a result, any defect that occurs as a result of difficulties, problems, or psychological pressures that arise within him will inevitably lead to a low level of job performance and is directly reflected in his motivation towards achievement and the realisation of his future ambitions. As a result, his financial return was reduced, which he was working hard to remedy.

We conclude from the foregoing that the psychological accompaniment system is one of the systems that has proven its effectiveness in terms of sponsoring young investors and requires us to accompany them throughout their formative and professional careers, as well as to be supervisors of their individual project to ensure that the right man is placed in the right place, so that these young people have this necessary accompaniment for their professional future

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