

ENTREPRENEURIAL WELLBEING, WORKABILITY & WORK HAPPINESS

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MISSION

StartUpWellbeing (2024-2027)
aims to support sustainable
entrepreneurship by focusing on:

- wellbeing
- workability
- work happiness

... from the start of the
entrepreneurial journey, using
the **3W Framework**.

BACKGROUND

**Entrepreneurship is often
associated with:**

- autonomy, passion, and fulfillment
- but also uncertainty, high workload, and mental pressure
- 'sky is the limit' narrative (24/7 **hustle culture**): high expectations and strain as 'part of the job.'

METHODOLOGY

Mixed-method design

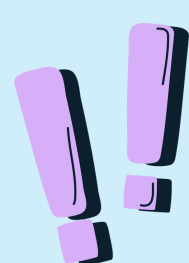
- **In-depth interviews** (N = 14)
 - 29% women
 - 57% 5–15y | 21% ≤5y | 21% >20y
 - 36% wellbeing | 43% B2C | 21% services & consulting
- **Focus groups** (N = 8)
- **Online survey** (N = 607) in collaboration with Liantis
 - 42% women | 61% aged 41–60
 - 65% >10 years active | 61% solo

RESULTS



Work happiness:

- **55%** of entrepreneurs score $\geq 7/10$
- median score: **7/10**
- **1 in 5** scores $\leq 4/10$

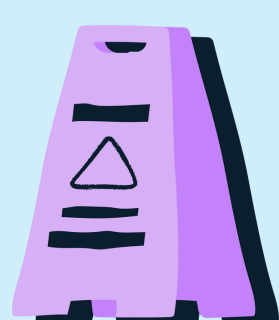


↳ **Broaden-and-build effect:**

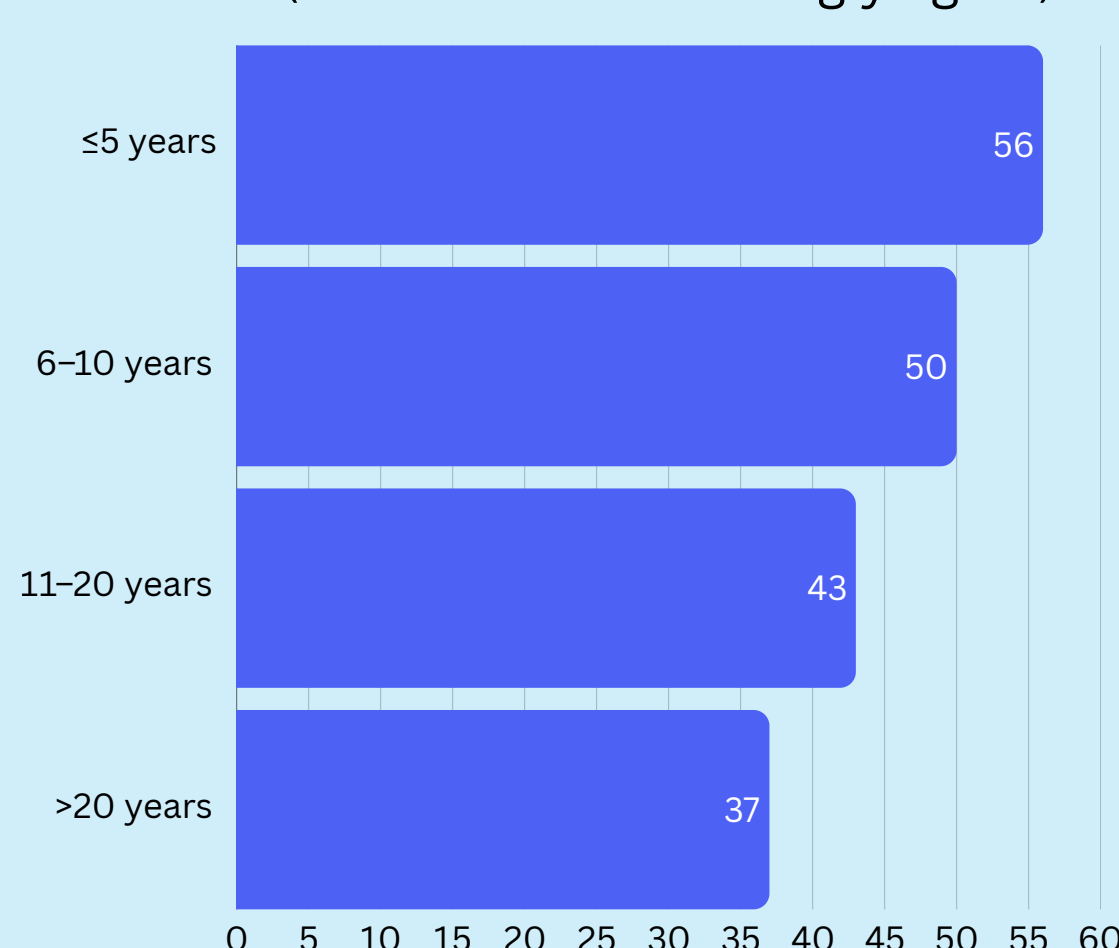
- enhances creativity and resilience
- buffers against stress
- predicts future optimism

Mental load and strain:

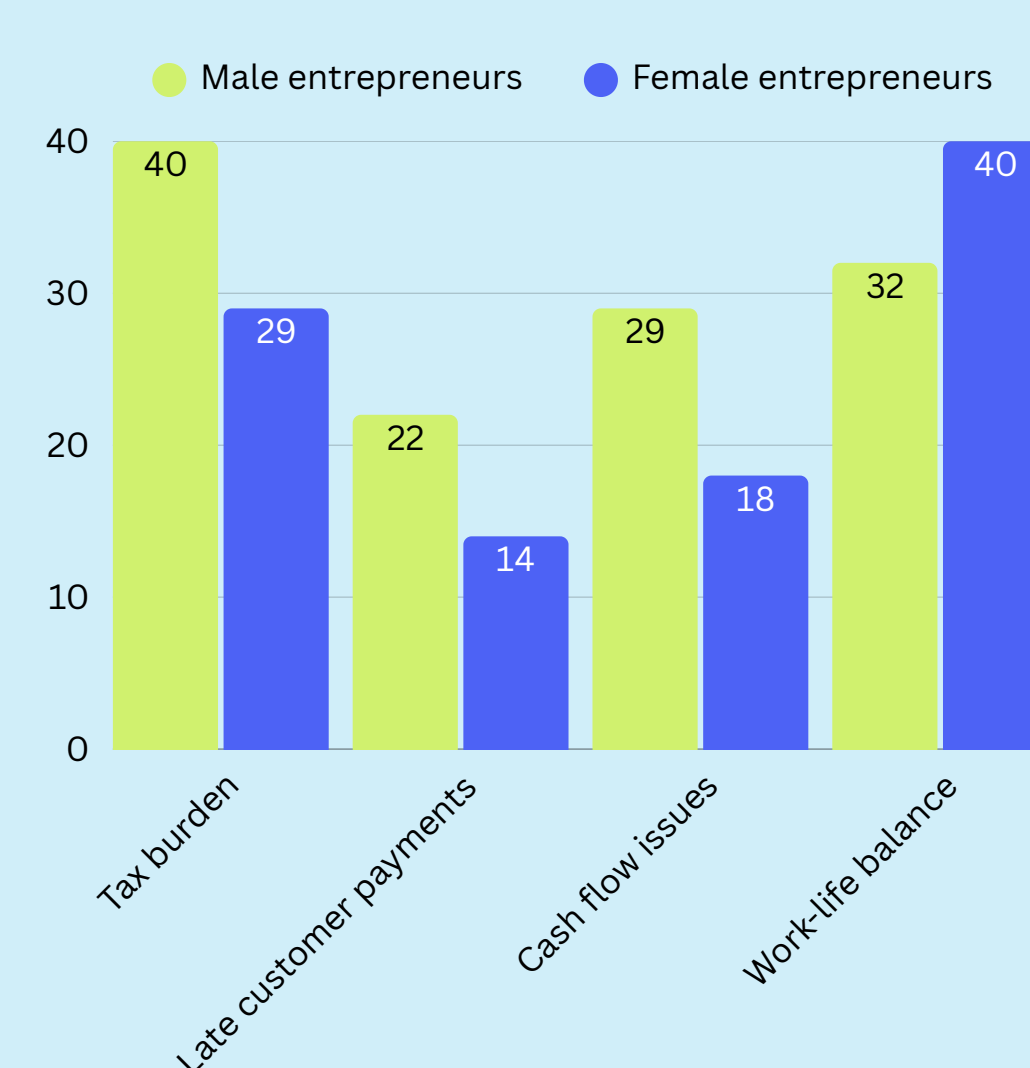
- ~**50%** experience frequent stress and fatigue
- **45%** feel overwhelmed
- **35%** report sleep problems
- **1 in 3** fears burnout
- **30%** struggle with **workability**



Workability remains a challenge
(% somewhat to strongly agree)



Gender differences in reported
causes of mental strain



“You can always work more, but working more doesn't mean achieving more. Without balance, it simply isn't sustainable”

OUTCOME

The creation of tools for **reflection**, **follow-up** or **coaching** that:

- stimulate reflection using the **3W Framework**
- help identify gains & pains
- guide the development of individual and organizational strategies
- **Discover more:** howest.be/startupwellbeing

CONCLUSION

Entrepreneurs experience fulfilment alongside prevalent mental strain and wellbeing challenges.

Targeted support and stronger social support systems are essential, especially for:

- **starters** (≤ 5 years)
- **female entrepreneurs**
- **solo entrepreneurs**

