

Creative Spark  
Training Materials Workbook  
Teaching Entrepreneurship

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## Introduction to Teaching Entrepreneurship – Workbook 1

# Creative Spark Training Materials Workbook Teaching Entrepreneurship

## Table of Contents

Introduction.....	3
Exercise – Self Employment Questionnaires and Reflection.....	4
Questionnaire 1: Do you have the necessary qualities to be self-employed?.....	5
Questionnaire 2: Why do you want to be self-employed? .....	7
Transferrable Skills – Which Business skills do you have and where are your gaps? .....	8
Business Skills Evaluation .....	10
Discussion / Plenary.....	12
Evaluation Exercises .....	13
General Enterprise Tendency Test .....	14
Creativity Test.....	15
GEM .....	16
Action Planning – Your key priorities .....	18
Reference List .....	20

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### Teaching Entrepreneurship

## Introduction

The first session introduces the exercises and materials that you can use when introducing the concept of entrepreneurial behaviour and traits to your audience.

For anyone considering start up and self-employment it is essential to audit transferrable skills and consider that attributes necessary to be self employed and entrepreneurial. The tests and exercises provide an insight into characteristics and data to review and reflect upon.

The results of the exercises provide useful discussion points for reviewing

Entrepreneurial Traits and Behaviours

What self-employment requires in order to establish and maintain a successful venture

What level of reflection on skills an individual may consider when thinking of self-employment?

The reflective process

The nature of business

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Exercise – Self Employment Questionnaires and Reflection

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Complete the following questionnaire sections

#### Questionnaire 1: Do you have the necessary qualities to be self-employed?

Running a business requires many personal skills, not the least important being those that allow you to work cooperatively with others and build business relationships – the interpersonal skills. Work through the list and check those qualities you have against which aspect, dealing with people or dealing with business operations, you think it is most relevant to.

PERSONAL QUALITY	EFFECTIVE COMMUNICATION WITH OTHERS?	EFFICIENCY OF YOUR BUSINESS OPERATIONS?
Self-confidence based on justifiable reasons		
Ability to live with a degree of insecurity and uncertainty		
Mental endurance – having the capacity to spend time thinking over the issues		
Ability to work hard over long hours		
Work efficiently – managing resources to keep them in good repair and productive		
Self-motivated – being able to self-start in the morning and keep going day after day		
Sense of reality – able to see things as they really are		
Determination – prepared to try and try again, even after setbacks		
Patience – recognising it can take time to build a business		
Reliability		
Flexibility – willing to take on any job that is necessary		
Prepared to take calculated risks		
Organised – keeping records in good order		
Attention to detail		
Maintain perspective – sometimes forgetting about the business and taking time to recharge		
Readiness and willingness to learn from others		
Open to new ideas		

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Commitment to really working on and in the business		
Ability to think creatively or 'outside the box'		
A good sense of humour		
Resilience – being able to bounce back after a setback		

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#### Questionnaire 2: Why do you want to be self-employed?

STEP 1: In column 1 check any of the reasons that are motivating you to consider self-employment.

STEP 2: Think about those you have checked and circle the ten most important. Then re-list these in column 2 with numbers from 1-10 indicating their order of importance to you (1 = most important to 10 = least important)

I WANT TO BE SELF-EMPLOYED BECAUSE	1	2
I want to get a fair reward for my efforts		
I want to make decisions for myself		
I want to create something for my family		
I'm finding it difficult getting a job (because of my age, qualification etc.)		
I want security for retirement		
I want to test myself and see if I can do it		
I want the freedom to do what I want, when I want		
I want to be independent		
I am tired of doing my present job		
I am tired of being unemployed		
I want more control over how I spend my time		
I want to be my own boss		
I want to earn more money		
I want to test my idea		
I want to better utilise my skills		
I want to develop my skills further		
I want to be taken seriously		
I need another chance at success		
I want to feel good about myself		
I want to prove to others that I am worth something		
I want to build something for the future		
Others (write your own):		

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Transferrable Skills – Which Business skills do you have and where are your gaps?

#### **QUESTIONNAIRE 3: YOUR BUSINESS KNOWLEDGE AND SKILLS**

Your background and experience can be essential components in assessing both your business idea(s) and your ability to compete in the industry/market you are considering.

#### **EDUCATION AND TRAINING**

The level of education / training necessary will vary of course depending on the business type.

List your educational and business-related training experiences in reverse chronological order. The listing for each experience should include:

- ▶ Qualification received (if a qualification was obtained)
- ▶ Major field of study
- ▶ Courses most related to the type of business you are considering

Then consider if they are suitable to the business you wish to start up.

#### **WORK HISTORY**

You should start with your current or most recent job and work back to your first job. Under each position you should indicate:

- ▶ Your responsibilities
- ▶ Your accomplishments
- ▶ How the work related to your proposed business idea

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Write your notes here:

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#### Business Skills Evaluation

Apart from the technical knowledge you will need to produce your product or service there are several business skills that are important in operating a business successfully. Consider whether you currently possess, or need, skills and experience in each of the following areas and check the appropriate column.

BUSINESS SKILL OR EXPERIENCE		HAVE IT	NEED IT
<b>Marketing and Sales</b>			
	Researching the market		
	Researching the competition		
	Marketing a product or service		
	Selling		
	Negotiating		
	Digital communications		
	Developing a promotional plan and materials		
<b>Finance</b>			
	Developing and managing a budget		
	Accounting or record keeping		
	Paying bills		
	Developing a cash flow forecast		
	Understanding financial statements		
	Understanding business performance ratios		
	Managing credit		
	Collecting debts		
	Costing and pricing		
<b>Legal</b>			
	Business structures		
	Business rules and regulations		
	Licensing		

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	Contracts		
	Intellectual property		
Communication			
	Managing People		
	Business writing skills		
	Verbal communication skills		
	Listening skills		
	Presentation skills		
	Interviewing skills		
	Talking to customers		
Strategic Skills			
	Strategic planning		
	Idea generation		
	Goal setting		
	Problem solving		
	Team building		
	Developing job descriptions		
Operational Skills			
	Organising production and office processes		
	Coordinating day-to-day operations		
	Scheduling employees		
	Delegating tasks		
Personal Management Skills			
	Self-discipline		
	Time management		
	Setting priorities		

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#### Discussion / Plenary

Review the results of the exercises with the students

1. What are the key findings?
2. Are there any surprise issues?
3. How will the students use the information?

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Evaluation Exercises

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#### General Enterprise Tendency Test

This is an online test (so live) please complete the questions and then copy/paste your results into a word document to save them somewhere safe. The test results reflect your responses as they are now. Results will change over time based on your overall experience. There is no right or wrong answer and your score is not a measure to be improved.

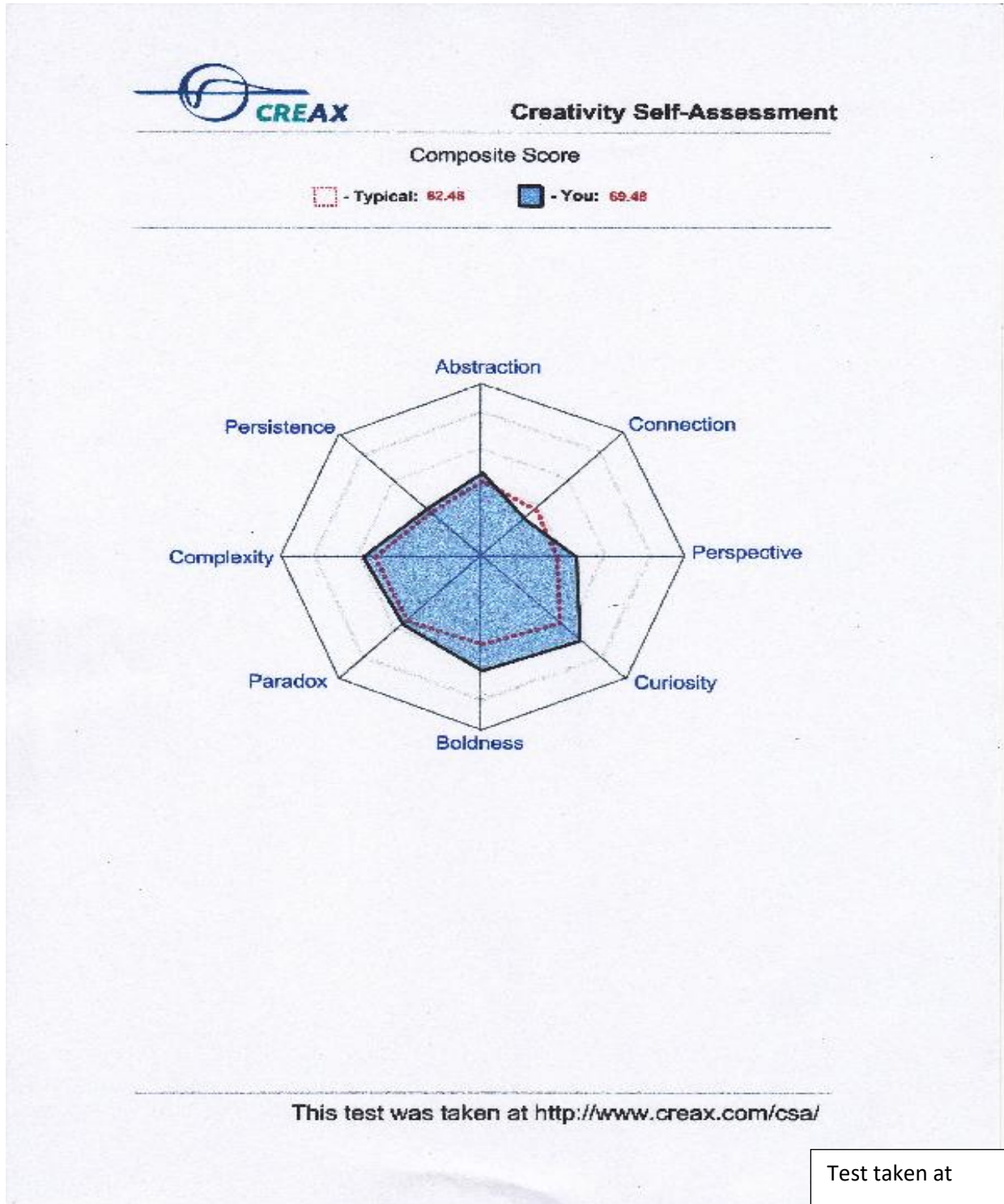
<http://www.get2test.net/>

- need for Achievement
- need for Autonomy
- Creativity
- Risk taking
- Internal locus of control

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## Creativity Test

<http://www.testmycreativity.com/>



Test taken at  
[www.testmycreativity.com](http://www.testmycreativity.com)

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#### GEM

(<http://www.gemconsortium.org>)

The Global Entrepreneurship Monitor (GEM) project is an annual assessment of the entrepreneurial activity, aspirations and attitudes of individuals across a wide range of countries.

Set up in 1999 as a partnership between London Business School and Babson College. The first study covered 10 countries and it has a global budget of nearly USD \$9 million; the 2013 survey is set to cover 75% of world population and 89% of world GDP.

#### SMEs in the UK

- Make up over 99% of firms
- Generate almost 60% of employment - but almost 74% have no employees
- Generate over 25% of GDP – but have lower productivity than large firms
- 50% cease trading within first 3 years

# Creative Spark Training Materials Workbook Teaching Entrepreneurship

The workbook links to content delivered in the presentation for Session 1

The schedule of delivery is in the

Create Creative Entrepreneurs - Training for Teaching Entrepreneurship for Students

Schedule Sessions 1-3: PDF

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### Action Planning – Your key priorities

Action	Outcome	Person Responsible	To be done by - date	Resources required	Status

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## Reference List

### Websites:

[www.frozenps.co.uk](http://www.frozenps.co.uk)

<http://www.gemconsortium.org>

[www.get2test.com](http://www.get2test.com)

[www.ranone.com](http://www.ranone.com)

[www.testmycreativity.com](http://www.testmycreativity.com)

### Textbooks:

Burns, P. (2014) New Venture Creation. 1st Ed. Palgrave MacMillan

Yukl, G. (2013) Leadership in Organisations. 8th Ed. Pearson Ed.