

MY STORY

Entrepreneurship workshop

Handbook



*The call to adventure*

*The Toolbox*

*The Fellowship*

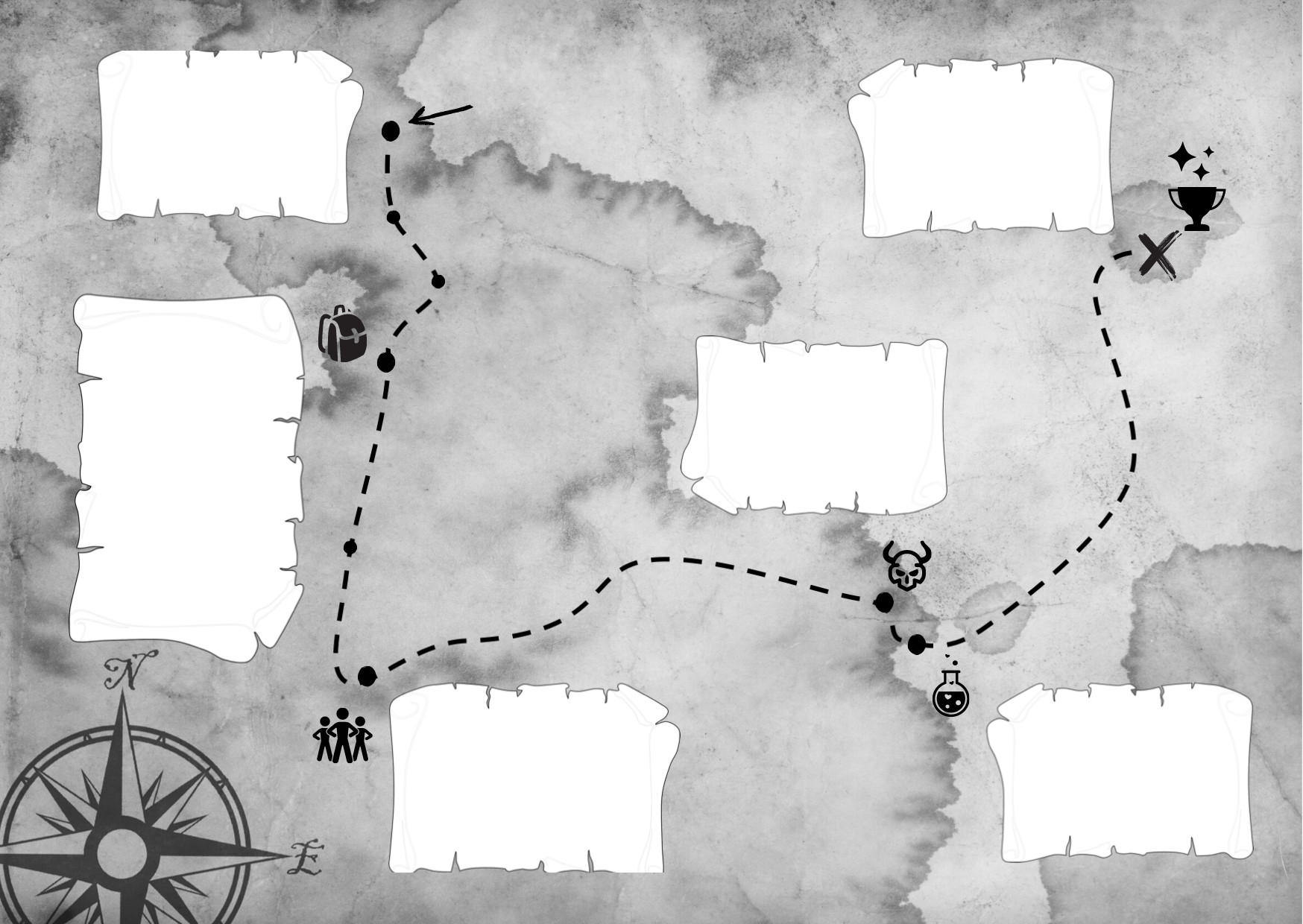
*The Trials*

*The Advice and help*

*The Treasure*

*ready to succeed: ………/10*

*ready to act: ………./10*



*START*

**MY MOTIVATION**

Think about why you actually want to have your own business. Every life choice gives something, but also takes something away. Check if your motivation is strong enough to help you become successful entrepreneur.

1. Why do you want to have your own business?

2. What is it supposed to give you?

3. Are you ready to do whatever it takes to achieve this - not just the easy and fun parts?

4. How will your environment change when your company will be successful?

* What will you gain then?
* What will you lose then?
* What will your loved ones lose when you achieve success?

Write down everything that comes to your mind.

**THE TRAITS OF THE ENTREPRENEUR**

Think of situations that show that you have the traits that favour being an entrepreneur.

Write them down below.

* I am interested in the world and enjoy learning different things.
* I like learning new skills.
* If something interests me or I need something, I know how to search for information about it.
* I like trying new things that are unfamiliar to me.
* I enjoy doing things even when there’s no guarantee that I will succeed.
* When I fail, I quickly shake off my grief and look for ideas on how to do it better.
* When things don't go my way, I don't get discouraged, just look for different ways to achieve my goals.
* I can act even if I do not have all the information that I need.

**ENTREPRENEUR’S TOOLBOX**

The competencies belong into three main categories: cognitive, social and technical.

Cognitive competences consist of the ways of thinking and analysing, among them are:

cognitive flexibility, i.e. the ability to switch between different problems and sets of rules,

* solving complex problems, especially in non-obvious and complex contexts,
* critical thinking, i.e. the use of logic and reasoning to identify the strengths and weaknesses of solutions, conclusions or approaches to problems,
* creativity, that is the ability to come up with unconventional, non-obvious ideas or solutions.

Social competences include:

* people management, i.e. the ability to motivate, develop, manage work, identify the best people to perform tasks (not only when being in a managerial position)
* negotiation skills, that is, connecting people, reconciling differences, the ability to convince and communicate effectively
* emotional intelligence - the ability to recognize one's own and others' emotions, use emotions in the process of assessment and decision-making, orientation to the social and emotional needs of colleagues and clients
* cooperation with others, i.e. the ability to adapt actions in relation to others.

Technical competences include:

* basic digital competences, such as the ability to use technologies on a daily basis, taking care of cyber security, solving problems and searching for information.
* expert competences, hard competences specific to a given position, i.e. skills and knowledge necessary to perform duties in a given position.

Source: Competences of the Future Report, prepared by the Polish Development Fund, Google and DELab UW.

Make an overview of the competencies and traits that will help you be entrepreneurial.

|  |  |
| --- | --- |
| Activities | Cognitive competences |
| *List your activities related to school, work, sports, hobbies, activities in clubs and associations, etc.* |  |
|  |
| Social competences |
|  |
| Technical competences |
|  |
| Personality traits  *Which traits are showing when you do the things listed above?* | |
|  | |

**MY MENTOR**

To run our own business, we need someone to learn from. It has to be a person who is or has been an entrepreneur themselves. We also need someone to ask or discuss concerns.

Consider your environment - do you know any entrepreneur who successfully runs a business and can tell you what running a business involves? Do you know someone who ran a business but quit so you can find out what caused them to quit?

Public figures from whom I can learn entrepreneurship:

Books, blogs, podcasts, etc. about running a business:

An entrepreneur I know or can reach:

Who can I ask for recommendation of information sources:

**ROLES IN THE COMPANY**

Running a company, regardless of whether it is large or small, requires fulfilling a variety of roles. When the company is large, different people can fulfil these roles and perform different tasks. But if it is a small, one-person company, one person will perform all these roles.

Each of these roles requires different skills, but also different personality traits. Some are easy for people who like to talk to other people and are not shy to talk to strangers. Others require diligence and patience. Or – a strategic thinking.

There is no person for whom each of these roles is easy. For each of us, some of these tasks will be difficult.

TYPICAL ROLES IN COMPANY STRUCTURE

Operations Director

Marketing Director

Financial Director

Owner

Chief of Operations

Sales

Market Research

Promotion

Customer Support

Training

Administration

Billing

Debt collection

**MY BELIEFS ABOUT ENTREPRENEURSHIP**

Each of us has different thoughts and beliefs about how they fit in the role of an entrepreneur, what entrepreneurship is about and what makes a true entrepreneur. Some thoughts and beliefs support us, while others will hinder us from acting.

I encourage you now to take a look at your own thoughts. Complete the sentences below, and then write down any other thoughts and beliefs you have about entrepreneurship and making money. Which of them will support you and which will inhibit you?

A good entrepreneur must have ...

A good entrepreneur must be ...

Big money is earned by those who ...

Earning money is ...

Employees in the company are ...

Running your own business is ...

All entrepreneurs are ...

In order to be successful in business, you have to ...

**TRIALS**

Fears and some beliefs are like this demon that stands in the way of the hero to his desired goal and does not allow him to go any further. Struggling with them is an inseparable part of development, and overcoming them opens the way to new possibilities that were unavailable before. I encourage you to meet your demon - visualize it, draw it and give it a name. The more familiar, the easier to overcome!

In running a business, I am most afraid of .........................................................

…………………………………………………………………………………………………………………………………… ……

…………………………………………………………………………………………………………………………………… ……

The demon that represents this fear is called …………………………………… ..

**ADVICE AND HELP**

Businessperson you admire …………………………………………………………………..

* *What advice would this person give you?*
* *What does it encourage you to do?*
* *What is he warning against?*
* *What happens when you follow it?*
* *What will happen if you ignore it?*

Your favourite hero …………………………………………………………………..

* *What tip would your favourite hero give you?*
* *Why is it important to follow this guidance?*
* *What happens when you follow her?*
* *What will happen if you ignore it?*

What hint will you give yourself?

**I'M ON THE COVER!**

Imagine your business has been successful. The success was so great that it made the headlines. I invite you to design the magazine that covers your success.

Start with your company name - WHO / WHAT will be on the cover?

Then move on to brainstorming - list ideas for what could be in the magazine: what content, what photos, and what facts.

Then work out the elements of the article:

The cover tells about the essence of your success.

Headlines are short slogans about the most important things.

The side columns show interesting facts.

Quotes may be fictional - let your imagination run wild! What do celebrities say about your company?

Pictures illustrate the content.

Source: Gray D., Brown S., Macanufo J. *Gamestorming.* G*ry biznesowe dla innowatorów* Wolters Kluwer Polska, Miasto, 2008, *s. 108-110*

