



# Creative Me

## Module 2

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# 1 Who is an entrepreneur?

When you hear the word entrepreneur, what kind of image does your mind conjure up?

If it's a Mark Zuckerberg look-a-like pouring out HTML code in an Ivy League dorm room, you're probably not alone. But you're not exactly picturing the masses.



An entrepreneur is a person who develops a start-up using ideas and grows it into a profitable enterprise.

There are many misconceptions about entrepreneurs. Some people believe that as long as you are in business you are an entrepreneur. Others feel that entrepreneurship is a matter of age. Many people think that being an entrepreneur is synonymous with being a 'hustler' or running a small outfit.

## 1.1 It's time to shine a light on everyday entrepreneur



Young people are often exposed to a clichéd image of the 'entrepreneur', which can distort the reality of what an entrepreneur actually is and does. We should avoid the trap of putting a certain type of entrepreneurship on a pedestal and instead shine a light on the everyday entrepreneurs that young people can relate to and be inspired by.

Recent surveying of young people found that when asked to visualise 'enterprise', nearly 60% named a 'celebrenneur' i.e. Alan Sugar, Steve Jobs and others.

Such a heroic backdrop to entrepreneurship may damage the entrepreneurial outlook of young people who cannot relate to figures like these.

## 1.1.1 Role models

Role models are key to exposing young people to everyday entrepreneurs. Having someone in the family or wider community who could promote enterprise **on young people's terms and in their language** is a very important catalyst.

The consensus is that people with the same background, gender, age and interests are often in a far better position to convey the benefits of setting up an enterprise than a national figurehead or distant organisation.



## 1.1.2 'Inspire Me' Session...

The above might be achieved by inviting some **local self-employed people**, preferably from the creative sector i.e. artists, actors, photographers, to come to talk with young people within your organisation about their experiences.

**Friends and family** can be seen as the 'hidden presence' helping young people realise their entrepreneurial potential. Young people are more likely to turn to friends and family for advice, and less likely to approach government agencies or professional services. Friends and family can be an invaluable source of both emotional support and practical help, yet the importance of these relationships often goes unnoticed. **Aim to help young people recognise the support they can provide and get them to tap into their skills, knowledge and connections.**

## 2 Entrepreneurial skills and behaviours

If the ingredients for business success were tangible elements, you can bet your last Rolo that some enterprising entrepreneur would already have bottled them and made a tidy profit selling 'Business-Success-Balm' on the internet.

Unfortunately, the necessary attributes of an entrepreneurial winner are somewhat harder to define than the various lotions advertised in your email inbox. A successful entrepreneur needs to be a large number of different things, sometimes all at once and sometimes at different times. Knowing when to leap and when to stay put could be as crucial to your success as knowing how to construct a decent sales pitch, and determination always goes a long way.

Many people start a business. There is no set profile of an entrepreneur; they can be young or old, male or female and they come from all sorts of backgrounds. Research however shows entrepreneurs have certain qualities and characteristics in common:



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Being "enterprising" is not the same as having an ambition to be an entrepreneur. Rather it is someone who is characterised by a particular mix of enterprise skills and behaviours such as individuality, creativity, and determination. **These skills and behavioural capacities can be used in any context (social, work, leisure, music, sports, community work and in your personal life).** Even if you don't want to start your own business, these skills can help you in all walks of life.

### Entrepreneurial qualities and characteristics

- Time management
- Communication
- Creativity
- Decision-making
- Determination
- Creative problem solving
- Planning
- Networking
- Researching
- Putting things together creatively

An enterprising person is someone who **shows initiative** and 'makes things happen'. Showing initiative is about **taking decisions**. Being enterprising is about having the drive, **determination** and energy to overcome hurdles.

In business there is no such thing as a 'sure thing'. All business decisions carry an element of risk which is the chance that things will go wrong. The trick is to **take calculated risks**, and to ensure that the likely returns from taking a risk are enough to make the gamble worthwhile.

**Creativity** encourages the imagination to spot business opportunities that will fill gaps in the market. Continuous creativity, the continuous production and development of new ideas, is critically at the core of success for many creative businesses.

Good **time management** skills are important for an entrepreneur to have. It refers to a range of skills, tools, and techniques used to manage time when accomplishing specific tasks, projects and goals. Time management is about getting more value out of your time and using it to improve the quality of your life. Time management refers to all aspects of life including work, social and personal.

## NOTE

While many young people live up to the common stereotype of the driven, risk-loving entrepreneur, there are many others who do not. Instead, these people 'stumble' into entrepreneurship through chance encounters and see their venture more as a team game than an individual pursuit.

ACTIVITY                      Snapchat - My entrepreneurial identity

ACTIVITY                      Magic box (Creativity)

ACTIVITY                      Peanut butter and jelly (Communication)

ACTIVITY                      Greeting card challenge (Creativity, Teamwork and Presentation skills)

ACTIVITY                      Team line up (Problem solving and Communication skills)

## 2.1 Pick and mix

The mix of entrepreneurial characteristics are different for every individual. It is believed that having entrepreneurial characteristics can increase the chances of business success. While some characteristics are inherent i.e. hard working, others can be developed i.e. motivated.

### Opportunity-Seeking

An opportunity is a favourable set of circumstances that creates a need for a new product, service or business. It includes access to credit, working premises, education, trainings etc. An entrepreneur always seeks out and identifies opportunities. He/she seizes an opportunity and converts it into a realistic and achievable goal or plan.

### Planning

Planning is making a decision about the future in terms of what to do, when to do, where to do, how to do, by whom to do and using what resources. An effective entrepreneur therefore usually plans his/her activities and accounts as best as they can for unexpected eventualities.

### Risk taking

For one to qualify as an entrepreneur there is an element of their ability to take risks. There are many people in business who are risk averse and like to play in safe waters. An entrepreneur has the ability to identify opportunities in the market and take calculated risks to reach their objectives.

### Information-seeking

Successful entrepreneurs do not rely on guesswork and do not rely on others for information. Instead, they spend time collecting information about their customers, competitors, suppliers, relevant technology and markets. Gathering relevant information is important to ensure that the entrepreneur makes well informed decisions.

### Persevering

An entrepreneur always makes concerted efforts towards the successful completion of a goal. An entrepreneur perseveres and is undeterred by uncertainties, risks, obstacles, or difficulties which could challenge the achievement of the ultimate goal.

ACTIVITY Understanding perseverance

ACTIVITY Keep on going (a) - Perseverance

ACTIVITY Keep on going (b) - Perseverance

## 2.2 Problem solving

The capacity for effective problem solving is critical for resiliency. The capacity to deal effectively with difficult times depends on a person having access to a range of flexible strategies for addressing conflict, seeking help, and dealing with unforeseen setbacks.

### Why problem-solving skills are important

Everybody needs to solve problems every day. But we're not born with the skills we need to do this – we have to develop them.

When solving problems, it's good to be able to:

- listen and think calmly
- consider options and respect other people's opinions and needs
- find constructive solutions, and sometimes work towards compromises

These abilities are highly valued in both social and work situations – they're **skills for life**.

When you learn skills and strategies for problem-solving and sorting out conflicts by yourself, you feel better about yourself. You're more independent and better placed to make good decisions on your own.

A problem shared is a problem halved

Talking to others about problems is not only therapeutic but can help you see things from a different point of view, opening up more potential solutions

## The problem solving process

Problem solving can be broken down into a four-step process which can be applied to almost any type of problem, from the social to the scientific:

1. Identify the problem
2. Generate solutions
3. Evaluate the possible solutions, decide on the best course of action, and put it into action
4. Evaluate the outcome. If the problem is not solved, repeat from step



Often you can solve problems by talking and compromising

### Identify the problem

This step may sound obvious, but sometimes identifying the problem can be more difficult than it appears. Once the problem is clearly identified, this often goes more than half-way to solving it. Identifying the problem means clearly working out what your goal is, and what is currently preventing you from achieving this outcome.

### Generate solutions

The key at this stage of the process is not to be overly critical or evaluative of the solutions generated, but to simply think of as many different ways of solving or addressing the problem as possible. This is like a 'brain-storm'.

### Evaluate solutions and choose the best one to act on

Having generated a list of possible approaches to dealing with the problem, it is now necessary to evaluate each of the options and decide which is the preferred approach, taking into consideration everything that might be relevant to the decision. A person's knowledge is rarely perfect, so this is a matter of a 'best guess' in most cases.

### Evaluate the outcome

Having tried a solution, it is important to evaluate the success of the solution. If it hasn't worked, return to step 2, and revisit the possible solutions. Continue this process until the problem is resolved.

ACTIVITY Think outside the box

ACTIVITY Problem-solving and exploring options

ACTIVITY Problem collage

ACTIVITY Physical and emotional response

## 2.3 Decision making

Through formal and informal decision-making, **youth as decision-makers** are engaged in making powerful, meaningful and substantive choices, decisions and determinations that affect themselves, their peers, their communities, and the world.

### Ways Youth can change the world through decision-making

**Personal Decision-Making** — No matter who they are, where they are or what they are doing, everyday everyone has decisions they can make for themselves. Youth engagement in personal decision-making happens all the time, choosing how to act, who to be around, and what to do. The question becomes whether young people are making decisions intentionally or by accident, coincidence, or otherwise.

**Youth as Movement Leaders** — Making decisions that create social change around the world, youth engagement is happening through movements for the environment, education, political reform, and many other issues. Engaging youth as movement leaders means positioning them with authority, purpose and ability.

**Community Decision-Making** — Youth can be engaged acting on behalf of their neighbourhoods, cultural groups, friends, and others. Community decision-making opportunities can include engaging young people in neighbourhood associations, on community boards, or through community building activities like graffiti art campaigns, service learning, or other opportunities.

### Things Youth need to change the world through decision-making

**Advocacy Opportunities** — Purposefully engaging youth in advocacy opportunities is a tool for developing their decision-making skills and abilities because this gives them practical, applicable ways to see what their choices can lead towards and away from.

**Training** — Creating co-learning opportunities for youth and adults to work together and facilitating these with intention can lead to stronger knowledge and skills sets among everyone involved.

**Stories** — The inspiration to get engaged in making powerful, positive decisions can come to youth by reading, hearing and interacting with others' stories. These stories can cross cultural, gender, socio-economic, identity and other boundaries and provide new insight to transform their own lives and the lives of people around them.

## 2.4 Resilience

### What is resilience?

Resiliency skills help young people to effectively deal with adversity and change and are vital to their wellbeing.

Resilience is the ability to bounce back from adversity. It is a necessary skill for coping with life's inevitable obstacles and one of the key ingredients to success. When we apply resilience through the positive psychology lens, the learning is not only to bounce back, but to bounce forward. Examples of challenges some young people may face where resiliency skills are essential:

- physical illness
- change of school
- transitioning from primary school to high school
- change in family make up (divorce, break up)
- change of friendship group
- conflict with peers
- conflict with family
- managing study workload
- starting a business venture

### Why is it important for young people?

Having resiliency skills minimises the effect that negative, stressful situations can have on a young person. These skills allow a young person to face challenges, learn from them and apply these skills towards living a healthy life.

## Seven essential resiliency skills

### 1. Emotional awareness

This is the ability to identify your emotional experiences and control your emotional response to external events. Resilient people don't get "stuck" in an emotion. Although they might feel sad or scared, these feelings don't prevent them from coping with the situation and moving forward.

### 2. Impulse control

We all have impulses to do things and say things – these are not always in our best interest, nor helpful to others. To be resilient doesn't mean to stop these impulses, but it does require you to stop acting on every impulse that does not serve you well.

### 3. Optimism

Optimism involves learning to think positively about the future, even when things go wrong. It's about looking objectively at a situation, making a conscious decision to focus on the good.

### 4. Flexible thinking

To be resilient requires flexible thinking, seeing different perspectives, being able to listen and take on other people's points of view. Having multiple solutions to a problem relieves pressure in tough times, having a Plan B and C is vital to resilience.

### 5. Empathy

Empathy is the ability to recognise another person's feelings and respond accordingly and respectfully. It requires an understanding that their emotions can differ to someone else's. Empathy assists resilience through developing strong supportive relationships.

### 6. Self-efficacy

Having a belief in yourself and your abilities will help to improve resiliency. Using past experiences, recording them and reflecting on how they made you feel will assist skills needed in tough times and in striving to achieve.

### 7. Connecting and reaching out

Having meaningful connections with people, making and nurturing friendships will assist in developing resiliency.

## Key messages

There are many instances in life where resilience appears.

Expressing and understanding your own emotions is a key ingredient to resilience.

Being resilient is not about keeping things inside, but expressing how you feel and moving forward.

It is about knowing how to control your emotions so that you are able to push forward with a plan of action.

Recording how you feel in different situations can assist in keeping a check on your emotions and assist in developing the skills on how to move forward.

## 2.5 Building confidence

### Bring out the best in you...

Self-esteem is how you think about yourself, being comfortable with how you look and how you feel. Being confident means feeling good about yourself, your abilities and your thoughts.



Sometimes your confidence can come and go depending on the situation you are in. You might be really outgoing outside of school but be really shy in class, which is completely normal! At school, you are surrounded by lots of different people and it can be difficult to speak up and be yourself. [One way to start building confidence in school is by answering questions during lessons of your favourite subject.](#) You could also help a friend who is struggling with a subject that you're good at. Think of your talents and the things you enjoy doing - then remind yourself of these whenever you feel down.

If you have low self-esteem, you could also get inspiration from someone who is confident. We sometimes have an image of the person we want to be. It could be somebody who is confident in class and shares ideas or perhaps somebody who isn't worried about trying new things or afraid of what people think.

#### ACTIVITY

#### Create a 'Me' commercial

### 3 Enterprise skills... all walks of life

Enterprise skills can be demonstrated in many different settings i.e. in business, in a job, in your personal life and in community development; not just in setting up a business.

Enterprise and entrepreneurial skills can be **valuable in life and at work**. Here are some examples of where/when enterprise skills are used in different settings.

Setting	Enterprise Skills			
	Problem Solving	Creativity	Planning	Networking
Business	Improving poor cash flow	Inventing a new product	Writing a business plan	Attending a networking event
Job/Career	Not meeting targets	Finding new ways of doing things at work	Preparing a personal development plan	Attending a careers fair
Personal Life	Dealing with a flood in the house	Turning a hobby into a business	Creating a to do list	Attending a social event
Community Development	Dealing with drug abuse in the local community	Generating ideas for a social enterprise	Planning a fund raising event	Having a meeting with a stakeholder

**Being enterprising can be useful** - having enterprise skills brings advantages in different settings i.e. being creative in business could result in the creation of new products, helping the business gain new customers and therefore increasing profit.

ACTIVITY

Enterprising people – all walks of life

## 3.1 Being enterprising is an important employability skill

These skills are increasingly being highlighted by employers. Sometimes, a degree isn't enough to make you stand out from the crowd. Employers want enterprising and motivated young people. For this reason, it's really important to build a strong set of skills that will help you take on tasks and challenges effectively and knock potential employers off their feet.

You may need to be able to demonstrate and articulate the fact that you are an enterprising individual to them in job applications and interviews.

### How to demonstrate your enterprise and entrepreneurial skills

The first places to refer to your entrepreneurial streak are on your CV and in answer to any application form question about your greatest achievements, creativity or innovative thinking. If you have, for example, set up a business on the side to make some extra money – that's enterprising. If you did an internship that involved completing a business improvement project – that's enterprising. However, your examples do not have to be business-related. If you were part of a society and helped to set up a new event or came up with a new way of marketing the student society to potential members, that's equally enterprising. If you came up with a novel or innovative way to raise money for charity or to fund a gap year, that's also enterprising.

**Remember...** people are more than just the sum of their qualifications!

## 3.2 Developing enterprise skills in different settings

Being enterprising is all about developing skills which help you to demonstrate how you can be creative, innovative and flexible in a wide range of situations - this could be in education, working for someone else, participating in extra-curricular activities or attending events and workshops.

For the most part, enterprise skills and behaviours can be developed in a number of ways in different settings i.e. training, watching videos or job shadowing.

Enterprise skill or behaviour	Setting	How the skill or behaviour could be developed
Planning	In a job	Attend a planning course to learn how to plan more effectively
Resilience and commitment	Personal life	Join a sports team to help develop skills in relation to resilience and commitment
Initiative	Personal life	Volunteer for a charity or community organisation to develop a range of enterprise skills
Team work Resilience Problem Solving	Personal life	Attend outward bound and residential leadership programmes for young people to help develop skills such as team work, resilience and problem solving
Networking Adaptability	Education	Participate in extra-curricular activities such as joining a society/club is a great way to develop skills, widen your network of contacts and, of course, have fun
Creativity Initiative	Community development	Entering competitions can be a fun way to explore new activities and develop new skills
Networking Leadership Team work Problem solving	Community development	Joining the Scouts or Guides enables young people to gain a range of skills and be part of a community
Team work Planning Networking	In a job	Attend training, workshops and events on a range of topics designed to help you develop key skills and experience, such as working in a team, developing a business plan, or networking. These skills are great both for your employability as well as your business skills if you're starting out for yourself
Communication	In a job	Use peer mentoring or coaching to help develop communication skills

## Other ways to develop enterprise skills and behaviours



## 4 Top tips

### **Promoting the everyday side of the entrepreneurship ‘story’**

This is a powerful way of making it more appealing to young people. It may also help to make existing entrepreneurs aware that their activities are indeed ‘entrepreneurial’. Many young people who sell goods and services are reluctant to describe themselves as ‘entrepreneurs’, meaning they were less likely to seek out valuable support.

### **Re-humanise entrepreneurship**

Entrepreneurship is a means to an end, not just an end in itself. We could do more to show young people how it can be used as a vehicle to achieve a variety of life’s objectives – greater freedom, the chance to act upon a good idea, and, yes, making money too.

### **Value failure and create routes back into projects, business, education...**

Dropping in and out of business is part and parcel of life as an entrepreneur, yet this is often seen as ‘failure’. Promote the notion that failure is a necessary building block for skills development and learning and this will encourage more young entrepreneurs who drop out of a project, education or business to start again.

### **Embrace Frustration**

Frustration is not an interruption of your process; frustration is the process. Every creative endeavour has its rough patches. But if you’re sure that you’re on the right path, the only option is to accept those negatives and move forward. Even better? Recognise that moments of frustration can lead to tremendous growth. If you can’t get past a frustration, temporarily walk away. Sometimes difficult problems aren’t so much intractable obstacles as signs that it’s time to recalibrate our perspectives.

How you manage yourself between those bright moments, when things aren’t going so great, is a measure of how devoted you are to your vocation, and how equipped you are for the weird demands of creative living. Holding yourself together through all the phases of creation is where the real work lies.