



Entrepreneurial mind sets

Module 3 Tutor Guide

This programme has been funded with support from the European Commission



1 Creative capacity... Entrepreneurial mind sets

Among young people are potential philosophers, artists, writers, entrepreneurs, craftsmen and women – people who will create, who will constitute, who will continue Europe’s culturally rich and unique traditions.

Young people have always been entrepreneurial (in both senses of the word), after all risk appears to be a more acceptable word to the young than the more mature, and some young people have set up extremely successful businesses by the time their peers have started university. Indeed, there are well-documented case studies of successful businessmen and women who started up their businesses at a young age, going on to be huge successes. These stories fire the imagination of successive generations, along with reality TV series such as The Apprentice and Dragons Den, which bring the idea of setting up their own business into the homes of young people.

Rather than viewing entrepreneurship just as a means to self-employment, this guide is built on the premise that **entrepreneurship is a transversal skill** of relevance to all young people because of the numerous ways it can be used to further their goals and enhance their life skills.

The natural forum and non-formal learning environment youth work organisations provide, enhance the creative and innovative capacities of young people in ways that are relevant to all aspects of young people’s lives and help them in overcoming disadvantages.

2 Developing entrepreneurial thinking

By developing the entrepreneurial thinking in our young people, we will enable them to think more creatively and, as a result, to approach problem solving and team work in a more creative way. These skills then have a direct effect in terms of their future employability in terms of being able to work with others effectively and to solve work based issues, as well as their ability to improve their personal lives in relation to financial and relationship issues.

Young people should be encouraged to develop self-awareness of their own enterprising and entrepreneurial qualities, as well as the motivation and self-discipline to apply these flexibly in different contexts in their lives to achieve desired results. This might include recognising themselves, for example, as a creative or resourceful person; or as someone who can translate ideas into actions; or as a person who is prepared to challenge assumptions through investigation and research.

An entrepreneurial mind set includes:

- Aspects of personality and social identity
- Personal ambition and goals
- Personal confidence and resilience
- Self-discipline and personal organisation
- Understanding of one's own motivation
- Ability to go beyond perceived limitations and achieve results
- Tolerance of uncertainty, ambiguity, risk, and failure
- Personal values: ethical, social and environmental awareness.

2.1 How to develop an entrepreneurial mind set

1. Activities shouldn't focus solely on enterprise awareness stage, they should aim to **develop a knowledge and skills base that relates to specific areas and contexts within a young person's life**. These activities can help young people develop their own entrepreneurial mind set and an awareness of their individual interests and aspirations.
2. Activities should be based around an **active learning mode**, exploring problems and opportunities as vehicles for active learning and creative problem solving, to enable young people to develop generic skills in enterprise.
3. **Business simulations** can also be valuable. Activities are often group-based, especially when team-working skills are desired outcomes. Learning through action and reflection features prominently.
4. Entrepreneurs i.e. local business owners who relate well to young people can make important contribution to entrepreneurship education. This helps to bring the concept of new venture creation to life, as well as getting the young person started in developing personal contacts and networks.
5. Some young people who are more experienced in enterprise can offer peer support to others through various initiatives, for example through engagement in the teaching process or assisting in the evaluation of other young peoples' progress.
6. Youth workers/facilitators within your organisation can also play an important role, especially if they have experience of entrepreneurship or the subject area, and can model self-presentation and communication skills.

Other examples:

Participating in enterprising learning & activities:

- Business ideas generation
- Competitions
- Careers guidance
- Development of social and career networks
- Enterprise events
- Engaging with businesses
- Creative problem solving activities that integrates business

3 Creativity - finding inspiration

The created item may be intangible (such as an idea, a scientific theory, a musical composition or a joke) or a physical object (such as an invention, a literary work or a painting).

Creativity is:

Artistic or intellectual inventiveness

Creativity involves the generation of new ideas

Brings into existence something new

It is often thought that creativity is about the arts. This is true, but it is also possible to be creative in all aspects of life.

We can all be creative if we are given the opportunity!

Creativity in different contexts...

Creativity is an extremely important part of life and is a feature of many of the tasks we do every day.

It can occur in a multitude of situations ranging from work to pleasure, from artistic portrayals (music compositions, new media art) to technological innovation.

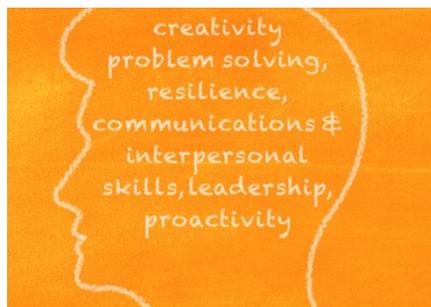
Creativity can come in different forms...

Artistic / Musical - beautiful paintings, sculptures, songs

Creative Writing - novels, short stories, poems

Scientific - inventions or medical cures

4 Discover the benefits of creative thinking



While most often associated with the arts, like music, painting or design, creativity can take many different forms and be put to use in a variety of jobs and activities, as diverse as gardening, carpentry or mathematics.

When something can't be solved by a practical approach, creative thinking can help you see around a problem positively and get to where you need to be by looking at it from another angle. It works just as well where there are strict rules as it does when you have a blank canvas; though some of the most successful creative outcomes have resulted from people questioning established thinking and ways of doing things. Creative thinking loves a challenge.

ACTIVITY	Using Pinterest
ACTIVITY	Pass the parcel
ACTIVITY	Splatter art
ACTIVITY	Music appreciation
ACTIVITY	Kindred relationships