

IO4 Business Development and Planning Framework

MODULE 1 - Starting your business activity

UNIT 1: Skills and attitudes of a future entrepreneur

Welcome!

Welcome to the **RESET Module 1 Starting your business activity** resource! This resource will introduce you to **Unit 1: Skills and attitudes of a future entrepreneur.**

INTRODUCTION and AIMS:

In this Unit we will define the skills and attitudes that a future entrepreneur will need in order for his/her effort to be fruitful.

LEARNING OUTCOMES:

On successful completion of this resource, you will be able to:

- Describe the entrepreneurial competences and understand how they can be effective in a range of settings

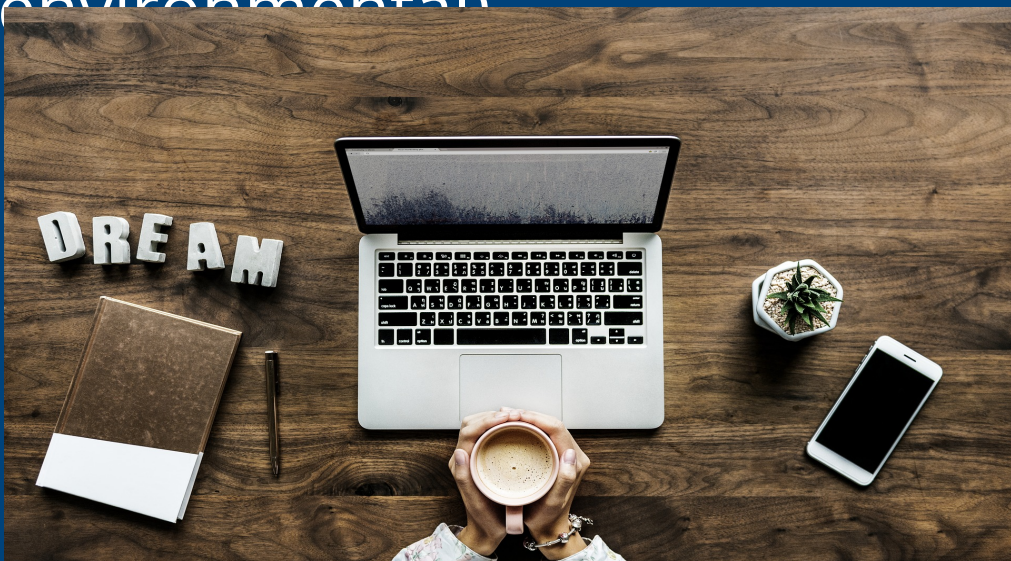
Why entrepreneurship for older workers?

- Few job opportunities for older workers
- Alternative solution to have an income
- Support self-realization

What is an entrepreneur?

Is it only someone who launches a business? Or is there something else?

Someone who carries out innovation and generates important value (economic, social and/or environmental)





Entrepreneurship as a competence

“Entrepreneurship competence refers to the capacity to act upon opportunities and ideas, and to transform them into values for others.” (European Commission)

Entrepreneurship is a transversal competence, which can be applied by citizens to all spheres of life.
(EntreComp)



Reflection Exercise

1. Which are the personal qualities that have helped you to be successful in your personal or professional life so far?
2. Which knowledge has helped you to progress?
3. How can you take advantage of your personal qualities and knowledge in order to create a business?

CHAPTER 1.

Business skills and attitudes

Business skills 1/4



Business skills 2/4

- Ability to learn;
- Creativity and innovation;
- Intuition;
- Ability to work without direct supervision;
- Self-motivation.



Business skills 3/4

- Self-esteem;
- Ability to take decisions and take on risks;
- Ability to dedicate and exert one's self in order to solve problems;
- The will, initiative and fortitude to carry projects forward and sustain positions already gained.



Business skills 4/4

- Thorough planning;
- Communication qualities;
- Ability to choose collaborators well;
- Negotiation capacity;
- Flexibility.



Reflection Exercise 1/3

- Are you sufficiently motivated to start a business?
- Do you have initiative?



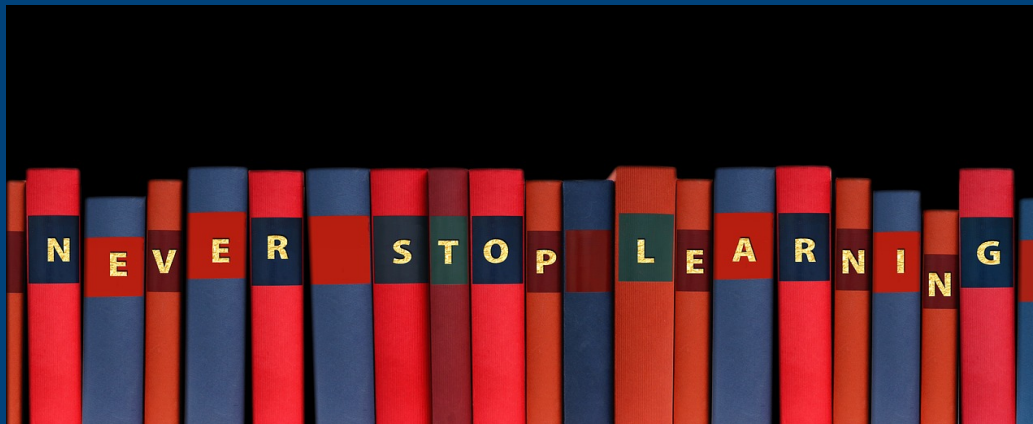
Reflection Exercise 2/3

- What capacity do you have to interact with people?
- Are you able to make right decisions?
- Are you able to bear stress?



Reflection Exercise 3/3

- Are you willing to devote part of your time to plan and organize your activity?
- How do you think that your business will affect in your personal life?
- Are you able to bear stress?



CHAPTER 2.

Personal and social abilities and attitudes

Personal skills 1/2

- [illegible]



Personal skills 2/2

- Orientation toward success;
- Risk taking;
- Responsibility;
- Frustration tolerance.



Social skills

- Communication;
- Active listening;
- Conflict resolution.





Basic entrepreneurial knowledge

1/3

- A person may be born as an entrepreneur, but also may become an entrepreneur.
- Owning certain knowledge does not ensure that a person may be a better entrepreneur than another, but it reduces the chances of failure.



Basic entrepreneurial knowledge

2/3

- Financial management;
- Accounting;
- Market research.

Basic entrepreneurial knowledge

3/3

Marketing, advertising, sales.

Quality and customer service

Laws and taxes

Human resources



Reflection exercise





Thank you for taking the time to use this
“Skills and Attitudes of a future
entrepreneur” resource developed by the
RESET project team.

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