



**MODULE 2**

Personal Development: what are your goals?



# USING OUR COURSE- IT COVERING 9 KEY MODULES



## MODULE 1

*Your creativity, where do business ideas come from ?*

## MODULE 2

*Personal Development: what are your goals?*

## MODULE 3

*Qualifying your business idea - the importance and tools of research*

## MODULE 4

*New ways to be in business – introduction to private, social and community enterprise*

## MODULE 5

*Entrepreneurship on a shoestring*

## MODULE 6

*Let's get practical, managing and raising project finance, legalities for starting a business*

## MODULE 7

*The HOW and WHERE of being In business, making product and service*

## MODULE 8

*Sales are the engine of your business*

## MODULE 9

*Marketing on a shoestring*





**THIS MODULE WILL  
HELP YOU UNCOVER  
YOUR PERSONAL  
DEVELOPMENT**





## MODULE 2 CONTENT:

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- Every one has their own story
- What is an entrepreneur?
- Entrepreneurship, it's in you already
- The mindset of an entrepreneur
- Classroom exercises and activities





## EVERY ENTREPRENEUR HAS THEIR OWN STORY

To engage in entrepreneurship, we are encouraging society to embrace diversity. Enterprise is a foundation for change.

- Have you ever thought about starting your own business?
- Did you know that working for yourself has benefits?

Not only can it give you independence it can also help you integrate with your new community.



# WHAT IS AN ENTREPRENEUR?



The fundamental of being an entrepreneur – develop a product or service that someone else wants and will exchange money for.

An entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services and business. Entrepreneurs are also referred to as ‘self-employed’ or ‘solopreneurs’.

<https://www.investopedia.com/terms/e/entrepreneur.asp>





“*An entrepreneur is an individual who, rather than working as an employee, founds and runs a small business and assumes all the risks and rewards of the venture*”







## WHAT IS AN ENTREPRENEUR?

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Entrepreneurship is first and foremost a mindset. There is no application process – it is a decision followed by action. There are all kinds of entrepreneurs from all aspects of life in all sorts of industries.

There are many qualifications you'll need to be an entrepreneur, like determination and patience, but very few of them require formal education or achievements.





## TIME TO THINK ACTIVITY



# HOW MANY DIFFERENT WOMEN BUSINESS OWNERS DO YOU KNOW?

Make a list of the names of all the different local businesses you know that are run by people from different Nationalities...

Bonus points if you can think of some that are run by young female entrepreneurs.

*Role models are so important in influencing decisions to become self-employed, we cannot be what we cannot see.*





## RISE OF ENTREPRENEURS

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Across the world entrepreneurs are launching and operating new enterprises at a faster pace than ever. However - women are nearly one-third more likely to start businesses out of necessity than men.

Many small and very small businesses start and develop incrementally, through a process of trial and error. And this is a great foundation from which to grow.



# RISE OF ENTREPRENEURS

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Many women are becoming successful entrepreneurs because:

- They want to have **creative control** of their ideal lifestyle.
- They start businesses **out of necessity** – e.g. due to personal circumstances, they are unable to be an employee
- Many women are starting businesses because they **are passionate about a certain cause.**
- Many women are starting businesses because they have a business idea that has been nagging at their mind and heart.
- Some women will start their own business to spend more **quality time** with family and friends, to have **flexibility** to travel, to support their families, to fund further education.
- Many women are becoming entrepreneurs because **they want to be their own boss.**

<https://www.linkedin.com/pulse/how-entrepreneurship-has-changed-21st-century-donya-zimmerman-jd/>





# CHALLENGES FACED BY MIGRANT ENTREPRENEURS

However, starting a new business as a young migrant woman brings specific challenges which are often interlinked and typically stem from

- Lack of familiarity with local market opportunities
- Lack of knowledge of business regulatory requirements
- Lack of support network
- Difficulties in accessing start-up capital and business facilities.
- Challenges of language and culture

*However, throughout the EU there are excellent supports for migrants who are willing to start up or scale up a business in their host countries. Throughout this course, we will highlight same.*



**Entrepreneur:** Kasia Rogowiec Freelance Interpreter

**Business:** Owner of Polka Dot Photo

**Location:** Northern Ireland

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*“When I came to the UK, there was a big demand for interpreters, so I decided to put my skills into practice. To work, I was required to become self-employed. I received support from Dungannon Enterprise Centre where I attended a Start a Business programme.*

*I was able to complete my business plan thanks to my advisor there, who gave me guidance and supported me throughout. I was lucky enough to start my business without much financial investment. I received a small grant after completing the start up programme and I was able to buy a computer which I then used for my business.”*

**Social Media:** <https://www.facebook.com/mypolkadotphoto/>





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CASE  
STUDY

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### Words of advice/support?

*“The most important thing is to believe in yourself and to give yourself time to build your brand. It doesn’t happen overnight, and it takes time to do proper market research. As I always say - do what you love and put your heart into it, step by step, you will achieve success.”*

### What marketing tools/techniques do you use?

*“For my interpreting work I have registered with several agencies and most of my work is carried out through these agencies. For Polka Dot Photo, my main marketing tool is Facebook. I also use Instagram to present my work and I collaborate with other local businesses who promote my business, in return, I provide the photography service as a long-term assignment at a discounted rate”*





# ENTREPRENEURSHIP - IT'S WITHIN YOU ALREADY

Did you know that entrepreneurship incorporates many of the things you already know and practice everyday, so have a think...





# ENTREPRENEURSHIP - IT'S WITHIN YOU ALREADY

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## **Flexibility & Adaptability**

Entrepreneurs need to be able to treat every problem they encounter quickly and adeptly, without taking too long to address them. Being agile and flexible allows entrepreneurs to remain proactive and vigilant, preventing small problems from becoming major ones. Women practice flexibility every day!

## **Initiative & Self-Reliance**

The power to take ownership of a project and work through obstacles independently.

## **Creativity & Innovation**

The ability to think of ideas and create solutions to problems.



# ENTREPRENEURSHIP - IT'S WITHIN YOU ALREADY

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## Passion

The most successful entrepreneurs all have one thing in common. They are passionate about their business idea and their work. When you are truly passionate about your work, you will be on your way to find the success you strive for. Without passion, your productivity will suffer, but more importantly, you'll never be happy with where you are.

## Resilience

Entrepreneurship can be an bumpy, uneven road full of constant challenges, many of which you'll never see coming. You'll face financial challenges, decision based dilemmas, long hours, sudden changes, and more! These challenges, while difficult to face, are a natural part of being an entrepreneur. How you face those challenges can greatly impact your business and its success.



# ENTREPRENEURSHIP - IT'S WITHIN YOU ALREADY

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## Optimism

An optimistic disposition - *you are a glass half full person* - with a focus on obtaining the skills and knowledge required to start a new adventure.



# BUSINESS SKILLS YOU ALREADY BUT MIGHT NOT REALISE IT!

BUSINESS SKILLS				
	PROBLEM SOLVING	CREATIVITY	PLANNING	NETWORKING
PERSONAL LIFE	Dealing with a flood in the house	Making a gift for a friend or family member	Creating a to do list	Attending a social event
COMMUNITY WORK	Dealing with a litter issue in the local community	Recycling/Upcycling community projects	Planning a fund raising event	Having a meeting with a community group

Problem solving, creativity, planning and networking are all important business skills that you use on a daily basis. The example right shows just a few ways you use these skills.

*Can you think of any other ways you use them?*



# BUSINESS SKILLS YOU ALREADY BUT MIGHT NOT REALISE IT!



	BUSINESS SKILLS			
	PROBLEM SOLVING	CREATIVITY	PLANNING	NETWORKING
BUSINESS	Improving poor cash flow	Inventing a new product	Writing a business plan	Attending a networking event

Now let's look at how these same skills - problem solving, creativity, planning and networking are applied in a business setting.

*Can you anticipate any other ways you might use these skills in business?*





# THE MINDSET OF AN ENTREPRENEUR

*While money is often a motivating factor in setting up a business, many entrepreneurs are motivated by a sense of purpose, that your talent matters and makes a difference in the world. Does this ring true ?*



9 to 5 is not your idea of happiness, you want to have the freedom to do things your way



You are stubborn and often impatient/in a hurry to get things done



Yearn greater freedom to control your life and career





# ESSENTIAL TRAITS FOR SELF EMPLOYMENT

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- Self-reliance
- High motivational levels
- The desire and willingness to take the initiative
- Driven by a strong need to achieve
- Enough self-confidence
- Good physical health and great energy levels
- Vision
- Perseverance
- Competitiveness
- Knowledge of your chosen industry
- Organizational skills  
Resourcefulness
- Problem solving
- Great people skills

## TAKE A QUIZ

<https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/business-assessments/pages/selfassessment-test-your-entrepreneurial-potential.aspx>



**Entrepreneur:** Ramata Pam

**Business:** La Calebasse Sénégalaise

**Location:** Bordeaux, France

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Before moving to France, Ramata worked as an Executive Secretary in an insurance company in Mauritania. For her first 4 years in Bordeaux, Ramata worked as a carer. In 2017 she was motivated to start a business based on African gastronomy. Her business idea came from volunteering with the Red Cross NGO where she learnt how to cook.

***There is Training and Support available to help get your business off the ground!***

**WEBSITE** [www.surlarivedroite.fr/2018/03/calebassesenegalaise/](http://www.surlarivedroite.fr/2018/03/calebassesenegalaise/)

**FACEBOOK** [www.facebook.com/calebassesenegalaise/](https://www.facebook.com/calebassesenegalaise/)

**WATCH** <https://vimeo.com/253811117>



**CASE  
STUDY**





**Entrepreneur:** Ramata Pam  
**Business:** La Calebasse Sénégalaise  
**Location:** Bordeaux, France



CASE  
STUDY

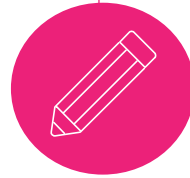
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To develop and grow her business, Ramata was able to benefit from the help of organisations who support the creation of SMEs. This included “SocialLAB” who with newcomers to Bordeaux, encouraging their entrepreneurship, stimulating their creativity and their energy, and finally directing them towards the other supports that will help them to launch their project. Ramata also received training from the Chamber of Skills in key business areas small business management, accounting and legal studies.

***Ramata set up her business in Bordeaux, France with the support of two key education and training agencies***



## EXERCISE



### SELF ASSESSMENT – *make a list for each of these 4 areas....*



What do you want or need to get out of the business?



What do you like to do?



What are you good at doing?



What do you like to do?

*We will use this information as we take you through your business startup in the modules to follow*



# WHAT BUSINESS SHOULD I START? LET'S LOOK AT SOME OPTIONS ...

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## **In Which Industry/Topic?**

To make it easier on yourself, choose an industry or topic that you are not only interested in but have some expertise or experience. Otherwise, you're going to have to spend a lot of time and money educating yourself that you could be putting into your new business, or worse, making costly mistakes because you don't have the necessary knowledge

## **Retail or Wholesale Business**

- Retail businesses sell goods directly to consumers, usually in small quantities.
- Wholesalers buy goods (often in large quantities) from manufacturers or importers and then sell them to retailers and other distributors.







## LET'S LOOK AT SOME OPTIONS ...

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### Storefront or Non-Storefront Business

For a business selling products, you need a storefront of some kind, whether bricks-and mortar, such as a retail store, or virtual, such as an ecommerce site. Many successful businesses have both, expanding their customers beyond their local area.

You can also "borrow" a storefront, by getting their products distributed by other businesses, selling their products through markets and fairs, or by using available e-commerce venues. (Selling on eBay is one example of this.)



# LET'S LOOK AT SOME OPTIONS ...

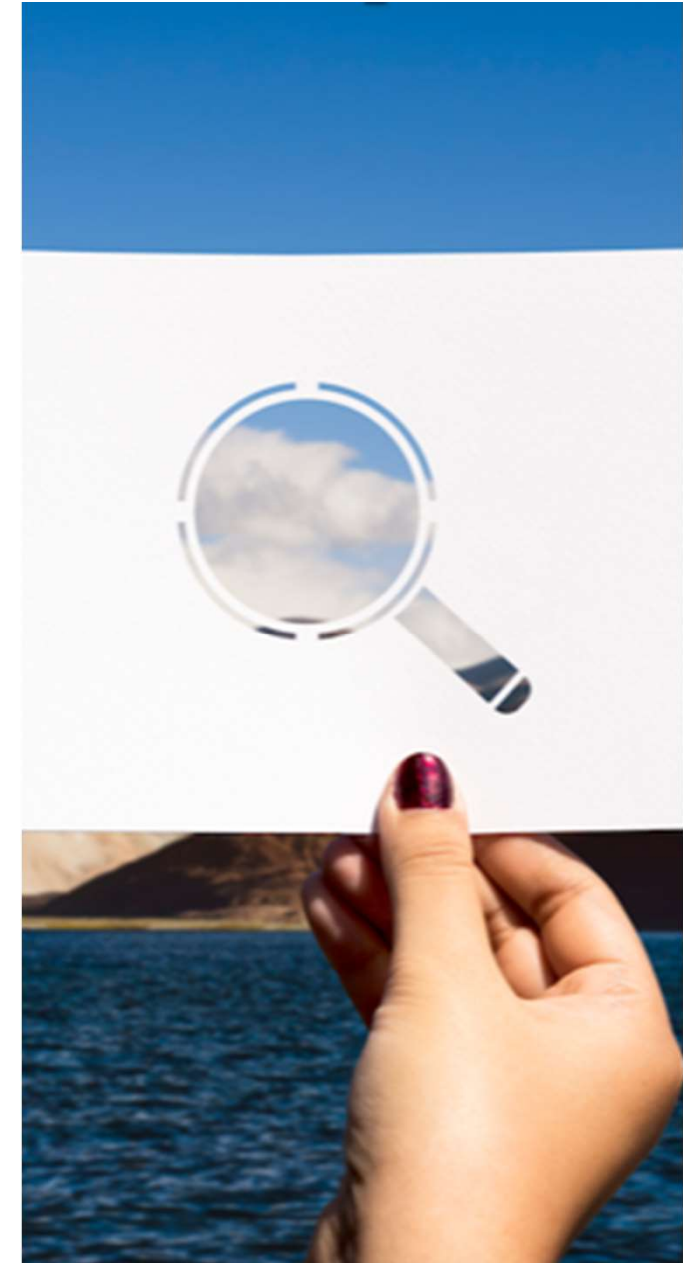
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## Product or Service (or Mix of Both)

If you are a trained professional, such as a book-keeper, photographer, hairdresser, IT or chef, your business could revolve around the professional services you can provide.

Have a think as to whether you be happiest:

- telling someone how to do something,
- doing something for them or
- offering them the products they would need to do the job themselves?





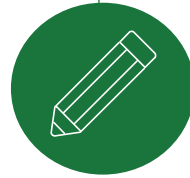
## EXPECTED GROWTH AREAS...

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- Anything that saves people time or money
- Services for the greying population
- Health & fitness activities
- Convenience, Ethical and Functional foods (that help prevent medical problems)
- Upcycling businesses - recycling & businesses using recycled materials
- Software, technology, online services, social media
- Energy efficiency & low carbon solutions
- Medical technologies, biotech, clean-tech



## BUILDING ENTREPRENEURSHIP SKILLS ACTIVITY



### MAGIC BOX ACTIVITY - *Group Activity*

- Assemble in groups of 4/5 people
- In a Magic Box you will find paper, card, play dough, glue, lolly stick, feathers, sequins, pins, markers etc
- Your task is to create something using the contents of the box.
- In everyday life and in business, you have to work with the resources available to you. This activity will help you think creatively about how to manage resources, solve a problem and to look at alternative ways for completing tasks.

*Allocated Activity Time – 45 mins*





## LOOK AHEAD TO MODULE 3

### *Qualifying your business idea - the importance and tools of research*

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- Validating And Incubating STEM Entrepreneurship Ideas
- Build Relationships Early
- Evaluating your Innovation or Business - The 7 Step Process
- What Is Idea Validation?
- Validate your Business Idea Key Tips
- 9 Ways to Validate your Business Idea in 30 Days
- Define your Target Market
- Test Target Market Validations
- Get Control of your Financial Parameters



NEXT UP | *Module 3*

A large, dark teal circular graphic with a white mouse cursor icon pointing at its left edge. The graphic contains contact information for 'Through Enterprise'. On the right side of the circle, there is a vertical column of yellow chevron arrows pointing downwards. Two circular icons are positioned on the left side of the circle: a pink one with a white 'f' and a yellow one with a white globe icon.

@throughenterprise

[www.throughenterprise.eu](http://www.throughenterprise.eu)



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