Salahaddin University - Erbil College of Basic Education Salahaddin Entrepreneurship Education Centre



Entrepreneurship Education

Enterprise Skills & Qualities

Group One: Personal skills

- Positive attitude
- Initiative taking
- Passion
- Critical thinking
- Confidence
- Problem solving





Positive Attitude Keep Optimistic, Enthusiastic, Hard Working

When Henry Ford said: "If you think you can, or you think you can't, you're probably right," he succinctly summed up the influence attitude can have on outcome. Negativity says 'I can't ... 'It anticipates difficulties and creates images of failure and embarrassment that hold people back.

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Positive Attitude Keep Optimistic, Enthusiastic, Hard Working

Positivity says 'I Can...' It manifests itself in self belief, constructive thinking, finding solutions and optimism. Many successful people credit their energy, motivation, creativity and success to maintaining a positive attitude. Some say it is the single most important factor that gave them the power to keep going until they achieved their goal.

Positive Attitude Keep Optimistic, Enthusiastic, Hard Working

Reflection on Your Project:

- How has your attitude been so far?
- To what extent do you think positive attitude is important in your business?
- Have you remained optimistic until now?
- What has kept you motivated and positive so far?



Initiative: WILLINGNESS, Ability, ACTION

Initiative can be seen as the willingness to take the first step, or make the first move. If no-one was willing to take the initiative nothing would progress. How many people talk wistfully of big ideas they've had, but never acted upon? Sometimes the gap between idea and reality is the hardest one to bridge because it requires tangible action.



Initiative: Willingness,ability, Action

 Taking the initiative includes elements of risk, positive attitude and good judgement. Importantly though, it includes the willingness to 'just do it' – which is essential in a fast paced competitive world where every job, business idea and opportunity will have many people chasing it.



Initiative: Willingness, ability, Action

Reflection on Your Project:

- •Which of your team members has been noticed to have initiative skill and courage?
- •What have they initiated?





PASSION

- How do you define passion?
- Why do you think it is important?







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PASSION

 Passion is your drive, ambition and the love of what you do and who you serve. It provides you with a very special view of the world that others often don't see. For example, Steve Jobs had the vision of a phone with one button on the front. Jeff Bezos of Amazon had a vision for a store that sold everything.





The resources of critical thinking by entrepreneurs and the way of applying them.

When it comes to entrepreneurship, critical thinking will always be better than positive thinking, because critical thinking operates based on reality (using data, facts, and research).





I. Observation

it's our ability to perceive and understand the world around us. Careful observation includes our ability to document details, and to collect data through our senses. Our observations will eventually lead to insight and a deeper understanding of the world.





2. Curiosity

Curiosity is a core trait of many successful leaders. Instead of taking everything at face value, a curious person will wonder why something is the way it is.





3. Objectivity

Good critical thinkers are able to stay as objective as possible when looking at information or a situation. They focus on facts, and on the scientific evaluation of the information at hand.





However, it's impossible for people to remain completely objective, because we're all shaped by our points of view, our life experiences and our perspectives.





4. Introspection

This is the art of being aware of your thinking -- or, to put it another way, thinking about how you think about things. This is your ability to examine your inner-most thoughts, feelings and sensations. Introspection is closely related to self-reflection, which gives you insight into your emotional and mental state.





5. Analytical thinking

The ability to analyze information is key when looking at any almost anything, whether it is a contract, report, business model or even a relationship. Analyzing information means to break information down to its component parts and evaluate how well those parts function together and separately.





6. Identifying biases

Critical thinkers challenge themselves to identify the evidence that forms their beliefs and assess whether or not those sources are credible. Doing this helps you understand your own biases and question your preconceived notions.





7. Determining relevance

One of the most difficult parts of thinking critically is figuring out what information is the most relevant, meaningful and important for your consideration.





8. Inference

Information doesn't always come with a summary that spells out exactly what it means. Critical thinkers need to assess the information and draw conclusions based on raw data.





9. Aware of common thinking errors.

Critical thinkers don't allow their logic and reasoning to become clouded by illusions and misconceptions. They are aware of common logical fallacies, which are errors in reasoning that often creep into arguments and debates.





I0.Active listeners

Critical thinkers don't just want to get their point across to others; they are also careful to engage in active listening and really hear others' points of view.





Reflection on Your Project:

- To what extent have you tried to embody innovation or creativity in your product, sales, or marketing?
- What is the innovation and creativity done by your company?
- Do you think you will capture customers' attention and satisfy their needs?





Boost Self-Confidence

I.Visualize yourself as you want to be.

"What the mind can conceive and believe it can

achieve." -- Napoleon Hill

Visualization is the technique of seeing an image of yourself that you are proud of, in your own mind.





2.Affirm yourself.

"Affirmations are a powerful tool to deliberately install desired beliefs about yourself." -- Nikki Carnevale We tend to behave in accordance with our own selfimage. The trick to making lasting change is to change how you view yourself.





3. Do one thing that scares you every day. The best way to overcome fear is to face it head-on. By doing something that scares you every day and gaining confidence from every experience, you will see your self-confidence soar. So get out of your comfort zone and face your fears!



4. Question your inner critic.

Some of the harshest comments that we get come from ourselves, via the "voice of the inner critic." If you struggle with low self-confidence, there is a possibility that your inner critic has become overactive and inaccurate.





5. Help someone else.

Helping someone else often enables us to forget about ourselves and to feel grateful for what we have. It also feels good when you are able to make a difference for someone else. Instead of focusing on your own weaknesses, volunteer to mentor, assist or teach another, and you'll see your self-confidence grow automatically in the process.





Problem-solving is one of the most important aspects of entrepreneurship. As both the founder of your organization and the leader of your team, you'll be responsible for identifying and solving the problems of your customers, partners, employees and your company, in general.











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- Is always late.
- Gets upset when his/her recommendations are not followed.
- Hogs the conversation/discussion.
- Whispers to others or starts side conversations during discussions.
- Leaves before the job/work is done.
- Refuses to work with another "certain" team member.
- Constantly tells jokes and gets people off track.





- Reflection on Your Project:
- How have you dealt with problems you had so far?
- Have you followed the principles and taken the steps discussed in your subject?





Employees look for some who has

- Work Ethic
- Loyalty
- Willingness to learn
- Team working





Interpersonal Skills

- It helps them ask their doubts from teachers and learn better
- Helps in building good relationships with their peer group, teachers, family members and society
- Boost their confidence and personality development
- Helps them express their thoughts/ideas and feelings to their parents, teachers or classmates to get help/support
- Improves their social status as they interact and entertain their friends and acquaintances





Interpersonal Skills

- It helps them value the diversity, individual respect and different customs in the society
- With better soft skills, a person is considered more ethical and gets respect in society





Interpersonal Skills

Interpersonal skills include:

- Team work
- Leadership
- Communication & negotiation





Entrepreneurial leadership involves organizing and motivating a group of people to achieve a common objective through innovation, risk optimization, taking advantage of opportunities, and managing the dynamic organizational environment.





I. Communication skills

The leader is able to clearly articulate their ideas, and the plan to achieve common goals. They encourage communication between departments and across levels. They avoid ambiguities and generalizations, and are able to avoid conflict and misunderstanding due to poor communication.





2.Vision

A successful entrepreneurial leader has a clear vision. He knows exactly where he wants to go and how to get there. They communicate their vision to the team and work with them to make the vision a reality.





3. Supportive

An entrepreneurial leader realizes the importance of initiative and reactiveness, and they go out of their way to provide all the support that the team needs to achieve their goals. The leader usually does not punish employees when they take a calculated risk which misfires. Instead, they sit down with employees to analyze what went wrong and work with them to correct the mistakes.





4. Self-belief

The leader has tremendous belief in themselves and has confidence gained from years of experimenting, at times failing, and learning. They are aware of their strengths and weaknesses, and demonstrate their skills without hubris. An entrepreneurial leader is very self-assured.





5. Shares success

When the team or the organization succeeds at something, the leader does not hog the limelight or take all the credit. They acknowledge the contribution of others and shares the accolades with them.





6. Involved

You will not find an entrepreneurial leader cooped up in the office. Leaders like to spend time among employees, walk around the factory or department, interact with everyone, and see them doing their job. This leader will usually take some time out to informally chat with employees, and understand their work and personal challenges.



7. Create an atmosphere conducive to growth

With a deep understanding of the importance of other people's contribution to organizational success, the entrepreneurial leader creates an atmosphere that encourages everyone to share ideas, grow, and thrive. They actively seek other's opinions, and encourages them to come up with solutions to the problems that they face. The entrepreneurial leader also provides positive feedback when employees come forward with an opinion.





8. Honesty

Honesty is the most important quality of an exceptional leader. Entrepreneurial leaders who are honest are able to quickly win the trust of their employees. People respect leaders to come across as honest, and are more likely to accept positive or negative feedback and also work harder.





9. Perseverance

When the going gets tough, the entrepreneurial leader perseveres. True entrepreneurs simply don't quit, they keep going till they find what they're looking for.





Leadership

10. Learning

The leader not only invests significantly in learning and updating their knowledge, but they also create a learning environment in the organization encouraging others to improve their knowledge, widen their experience, and tackle multiple challenges. They encourage employees to think outside the box and come up with creative solutions to problems.





Leadership

Reflection on Your Project:

How well your company director or co-directors have been doing in terms of guidance, leadership, and supervision? Exemplify your answer.

What leadership skill does your company director have? What leadership skill you suggest she/he work on? Any proof for what you say?





- Communication skills are important to everyone they are how we give and receive information and convey our ideas and opinions with those around us.
- Communication skills are ranked FIRST among a job candidate's "must have" skills and qualities, according to a 2010 survey conducted by the National Association of Colleges and Employers.





Communication comes in many forms:

- verbal (sounds, language, and tone of voice)
- aural (listening and hearing)
- non-verbal (facial expressions, body language, and posture)
- written (journals, emails, blogs, and text messages)
- visual (signs, symbols, and pictures)





 It is important to develop a variety of skills for both communicating to others and learning how to interpret the information received FROM others. Knowing our audience and understanding how they need to receive information is equally important as knowing ourselves.





• Regardless of the type of small business an owner may be involved in, there are always negotiations that take place on a daily basis. These may be as simple as choosing a meeting time and place, or they could be much more important to the overall business structure, such as working out the details of a big contract. Business people need to be skilled in negotiation tactics and understand how to effectively communicate during the negotiation process.





Non-Verbal

• In every type of communication scenario, including during negotiations, non-verbal communication is sometimes more important than what is actually being said. You should pay attention to the non-verbal cues of the opposing negotiator as well as to any non-verbal cues he may be portraying. For instance, if someone suddenly crosses his arms across his chest during the discussion, it can indicate that he is disagreeing with what is being said. Paying attention to non-verbal cues can help you to change your strategy.





Verbal

What is verbally being stated with the negotiation is also important. Negotiators should aim to follow some simple rules during a negotiation, such as never raising voices, not interrupting the other person when he is speaking and avoiding using jargon that may not be easily understood by the other.A negotiator can easily assess the effectiveness of her verbal communication by asking the listener to paraphrase his understanding of the exchange.





Preparation

Before a negotiation begins, you should prepare for the exchange. This includes identifying the goal of the negotiation, brainstorming multiple solutions and determining what the main negotiation tactic may be. In addition, you should create an outline of the main points that you will make during the verbal exchange of the negotiation. You should also take some time to determine which elements of the project you are willing to give up or compromise on in order to reach a successful agreement.





Open-Ended Communication

While questions that can be answered with one word such as "yes" or "no" have their place in effective communication and negotiations, open-ended questions can reveal much more information. For instance, asking the person what you would have to do to negotiate this deal today and walk away with a signed contract can reveal his objections to the deal.





This tells you exactly what you need to focus on and overcome within your presentation. After asking an openended question, sit quietly and wait for an answer from the other person. Do not try to fill the silence with further communication.





Considerations

There are certain power plays that can be used in negotiation strategies and which can impact effective communication during the exchange. For instance, sitting behind a big desk while the other person is effectively exposed in just a chair is a power play that gives power to the person behind the desk. While this may be effective in a psychological manner, it does not facilitate effective communication. Focus on creating a win-win deal with honest and open communication rather than tricks that can possibly provide an upper hand through intimidation.





- Reflection on Your Project:
- Have you considered the way of negotiating with customers in your company?
- Does the salesperson in your company possess this skill?
- Do you think he/she need your help to develop his abilities?
- How can you help him in this regard?
- How assured you are of your salesperson to be able to convince the customers without cheating?





- If customers refuse to buy the goods, has the salesperson considered keeping contact and building rapport with customers for future?
- Why do you think you should keep contact with customers who do not buy things from you?
- Why do you think effective communication with customers are important?



- "your first appearance (meeting) and influencing the other has a long lasting (and perhaps never-ending) effect": How do you get this?
- Why self-confidence is important during meeting with company staff?
- Do you think on-the-phone talks and email exchanges requires special skills? From what perspective? Please think of some.



• How can you contribute to children's learning in the future?

Enterprise Skills & Qualities

- Group Three: Business Skills
- Financial literacy
- Planning and management
- Marketing
- Networking Skills
- Ethical Issues
- Computer Skills





Networking

Types of Networking?

- Social Networking (LinkedIn and Facebook)
- Professional Associations
- Alumni networks
- Community Networks (family, friends, volunteer, religious and special interest groups)





Networking

- How to build Network to
- Attend Events or Classes:
- Job/Career Fairs
- Seminars where other administrative office professionals will be present
- Conventions/association meetings





Networking

- How to build Network to
- Class reunions
- Fundraisers,
- At the gym, coffee shop, sporting events
- Continuing education classes





Management & Planning Skills

- I. Planning
- 2. Communication
- 3. Decision-making
- 4. Delegation
- 5. Problem-solving
- 6. Motivating





Management & Planning Skills

Reflection on Your Project:

- I. Have you planned for your work?
- 2. How have you organized your missions according to the plans set?
- 3. According to your experience, is this skill important?





Financial Literacy

How do you manage a budget? How much do things cost? How much do you need to live? What is pro t and loss? Developing a real awareness of how the world of money works is vital for a young person. While an endless source of materials, resources and funds seem to abound from home and school to meet their requirements, then young people are not developing the knowledge and awareness of the 'real world' that will give them purpose and motivation for studying and working.



Financial Literacy

Learning about how money works in a practical way can be fun – but the lessons are real: nothing comes for free, you can work hard and improve what you had, and sometimes things go wrong and you have to start again.





The Importance of Financial Literacy

- financial stability.
- Financial decisions
- be able to answer several questions about purchases
- The lack of financial literacy can lead to owing large amounts of debt and making poor financial decisions.





Marketing

- What can Marketing do?
- Informing customers about new products or services
- acquiring new customers
- ► boost the degree of brand awareness and increase their share of the market
- enhance or change company's image





Marketing

Who is my costumer?

- What are the characteristics of the costumer?
- (socio)-demographic characteristics gender, age, marital status, income, job, level of education
- psychographic characteristics values, attitude, behavior, lifestyle
- behavior-based characteristics media usage, price behavior
- Geographical characteristics residence, urban area





THE 4 P'S OF MARKETING

- I. Product
- 2. Pricing
- 3. Place
- 4. Promotion





- I. Product
- Product refers to goods/services produced for sale, the product /service should relate to the needs and wants of the customers





Some important questions you need to ask yourself include;

- What products/services do I sell?
- Why did I decide to sell these products?
- Do I have the products customers want?
- Do any of my products not sell well?
- Do I stock products that do not sell well?





- 2. Pricing
- Pricing refers to the process of setting a price for a product/service.





- Your prices must be low enough to attract customers to buy and high enough to earn your business a profit.
- To set your price you need to;
- Know your costs.
- Know how much customers are willing to pay.
- Know your competitors price.
- Know how to make your prices more attractive





3. Place

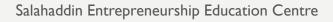
- Place means the different ways of getting your products or services to your customers. It is also referred to as distribution.
- You can distribute your products to your customers through;
- Selling directly to the consumers of the products.
- Retail distribution and wholesale distribution.





4. Promotion

- Promotion means informing your customers of your products and services and attracting them to buy them. Promotion includes advertising, sales promotion, publicity and personal selling.
- Use advertising to make customers more interested in buying your products or services. Some useful ways of advertising include signs, boards, posters, handouts, business cards, pricelists, photos and newspapers.





4. Promotion

- You can use sales promotion to make customers buy more when they come to your business, you could also;
- Ensure you maintain attractive displays.
- Let customers try new products.
- Have competitions
- Give demonstrations
- Sell complementary products (products that go together)





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- Product Price
- design
 pricing
- quality
- portfolio
- brand
 name
- package
- features
- service



pricing price differentiation discounts

Promotion

advertisement PR (public relations)

events

Place

Distribution channels market coverage E-Commerce

Sales promotion



Remember! Even though a salesperson is only one individual, he or she **represents the company** when dealing with customers. A customer often forms an opinion about an entire company based on the attitude and behavior of a single salesperson.

Salespeople have various personalities and styles of selling. However, the most successful salespeople have the following characteristics:





Positive Attitude

Successful salespeople focus on the positive, even when times are tough. When salespeople are genuinely excited about the product or service they are selling, their enthusiasm shines through in their conversation and actions. Choosing to keep an upbeat attitude makes work more productive, for the individual and for others in the sales force. It also has a positive effect on customers, which can lead to an increase in sales.





Good Listener

Successful salespeople learn how to ask their customers quality questions and then listen closely without interrupting. The salesperson can then offer a solution for the specific situation. This flexible approach usually proves more effective than giving an identical sales pitch to everyone.





Persistent

Selling is not as easy as some people make it look. Salespeople often make many contacts before making a sale. Patience and persistence are needed by all who wish to become successful. This is especially true for new salespeople with little experience. The good news is: the more you learn, the easier the selling process can become.





>Hard worker

Salespeople who take responsibility for their own success make goals for themselves and then form strategies to reach them. They work hard to produce positive results, instead of blaming their company, the economy, or the competition for their problems.





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➤ Truthful

Some salespeople tell customers only what they think they want to hear. This approach can lead to misunderstandings and deception. The result is often a breakdown in business/customer relationships. Reestablishing trust with a customer once it is broken can be difficult. In addition, customers who feel betrayed may tell others about their negative experiences. This can cause an even greater loss of sales and a bad reputation.





Consistent

To become successful, you need to be dependable. That means you don't promise something you cannot deliver within a reasonable timeframe. The customer may get annoyed and decide to buy elsewhere. Another form of consistency is keeping in touch with your customers. This could include sending thank-you notes, birthday cards, newsletters, and such. Consistency builds trust, which leads to better customer relation- ships. In other words, it encourages customer loyalty to your brand or business.



5. COMPUTER SKILLS



COMPUTER SKILLS

- Why do you think computer skills are important for entrepreneurs?
- Having this skill and being enriched have what kind of benefit can get for your company?
- What do Computer skills include?





THE MOST IMPORTANT BENEFITS OF COMPUTER SKILLS

- Design
- Promoting online and on papers
- Report writing
- Minute meetings
- Saving files electronically
- Emailing to reinforce the relationship between companies and customers
- Counting
- Workshop training





THE MOST ESSENTIAL COMPUTER PROGRAMMES

- **MS Office** (Word, Excel, Outlook, Powerpoint, OneNote, Access)
- Google Drive (Docs, Sheets, Slides, Forms)
- Email (mail merge, filters, folders, rules)
- Social Media (Facebook, Twitter, Instagram).
- Graphics (Photoshop, Illustrator, InDesign, Acrobat, Corel Draw, HTML/CSS)

