**Entrepreneurship Essay plan**

Write a critical reflection on entrepreneurship based on one or more of the topics discussed in the module making specific reference to the content discussed in the session/s.

Critical reflection occurs when we analyze and challenge the validity of our presuppositions and assess the appropriateness of our knowledge, understanding and beliefs given our present contexts (Mezirow, 1990). Brookfield (1990) explains that critical reflection involves three phases:

* **Identifying the assumptions (“those taken-for-granted ideas, commonsense beliefs, and self-evident rules of thumb” (pg. 177)) that underlie our thoughts and actions;**
* 2. Assessing and scrutinizing the validity of these assumptions in terms of how they relate to our ‘real-life’ experiences and our present context(s);
* 3. Transforming these assumptions to become more inclusive and integrative, and using this newly-formed knowledge to more appropriately inform our future actions and practices.

USE MODEL B?

* Pre-conceived ideas regarding entrepreneurship etc. Not necessarily consider technological entrepreneurship. Unsure of the full extent of what digital entrepreneurship may entail. Generally, not consider things like Airbnb or Instagram to form from technological innovation. Assumption that everyone on Instagram who’s an ‘influencer’ is a digital entrepreneur. Recognition of how technology has been implemented so heavily into many actions of our daily lives.
* Kind of entrepreneur I would want to be would include digital entrepreneurship to an extent eg. Through use of social media. Relate to fitness influencers. Would the kind of ‘entrepreneur’ I would be challenge or fall into what would be defined as digital entrepreneurship?
* Relate to framework ‘EverydayDigitalEntrepreneurship’: how does it relate and fit in?
* Case study: Instagram: how this platform is being used- changing from its original purpose to what it is now. Everyone has a smartphone/ an Instagram account.
* How was being a PT like before the impact of social media/ internet?
* shredbundy: how to gain a following? Algorithm? Sponsorships? Audience interaction?
* Difficulties: highly saturated market, almost no barriers to entry, fitness industry seeing large amount of growth over past few years- thus involves a personality factor, certain uniqueness.
* Relate to future action plans, not particularly a huge fan of social media and posting etc. but understand it is just a part of selling yourself.