**Portfolio item 1: Becoming entrepreneurial (300 words)**

* Describe – Start by briefly describing what you think becoming entrepreneurial means?
* Analyze - “what?” we have learnt so far, make notes on 2 skills you hope to learn and practice by the end of the module.
* Connect – “why?” do you think entrepreneurship is important for your learning going forward.

Becoming entrepreneurial means adopting a mindset and taking actions that focus on identifying opportunities, creating innovative solutions, and taking calculated risks to develop and grow a business or venture. It involves being able to think creatively, identify problems, and come up with innovative solutions that add value to the market (Hassard, 2012). Entrepreneurs need to be risk-takers who are willing to work hard and continuously improve their skills to achieve their goals (Cooney, 2016).

In this module, I learnt and practiced two entrepreneurial skills. The first skill is complex problem-solving, which involves breaking down complex problems into smaller parts, identifying the root cause, evaluating options, and choosing the best solution based on available data and resources. The second skill is technology use, monitoring, and control, which involves leveraging technology to improve business operations, monitor performance, and make data-driven decisions. Entrepreneurs who possess these skills gain a competitive advantage by improving efficiency, reducing costs, and delivering better products or services to customers.

Entrepreneurship is important for my learning going forward as it equips me with the skills to be innovative and adaptable in a rapidly changing world (Cooney, 2016). As I move forward in my career, the significance of entrepreneurship lies in learning and teaching valuable skills like leadership, communication, and resourcefulness (Li, 2021). It is also crucial to identify opportunities, taking calculated risks, and creating innovative solutions to tackle problems (Cooney, 2016). In today's digital age, technology plays a critical role in almost every aspect of business, and entrepreneurs who are skilled in using technology can maximize their potential for success (Li, 2021).

By developing an entrepreneurial mindset, I am cultivating a growth-oriented attitude that will enable me to continuously improve and adapt to new circumstances and opportunities (Hassard, 2012).

**Portfolio item 2: Empathy mapping (300 words)**

Empathy experiences are important because they help us get beyond our assumptions by putting ourselves in the shoes of the people we're seeking to (co)create value with.

The design aspect of the project asks you to think about adding value / improving a pair of trainers for a particular group. In order to have a meaningful impact on your co-creators you need to gain deep understanding of the problems with the current range and those it affects.

* From the workshop activity, add an image of your annotated empathy maps
* From participating in this activity, what did you learn?
* Write a paragraph reflecting on any insights you’ve had

EMPATHY MAP.

Annotated empathy maps are a great way to visualize and understand the needs, desires, and pain points of our target users or customers (Holtzblatt, Wendell, & Wood, 2005). Through the process of creating an empathy map, we were able to gain a deeper understanding of the problems that users are facing and what they truly value in a product or service.

Participating in this activity has taught me the importance of empathy in the design process (Brown, 2008). Without a clear understanding of our users, it is difficult to create a product that truly meets their needs and provides value to them. By taking the time to map out the different aspects of our users' experiences, we were able to gain a more holistic understanding of their needs and desires.

One insight that I had during this activity was the importance of considering the emotional aspect of user experiences (Norman, 2004). Often, we focus solely on the functional aspects of a product or service, but it is equally important to consider how users feel when interacting with it.

By addressing emotional needs in addition to functional needs, we created a more well-rounded product that truly resonates with our users.

**Portfolio item 3: Design Thinking - Communicating (300 words)**

The story behind our group project was to create a basketball shoe that not only protects against ankle injury but also supports the weight and motion of the players. We wanted to incorporate sustainable materials, and that's when we decided to use recycled ocean plastic to create our shoe. We named our shoe Air Jordan.

Crafting a story around our persona, Michael Jordan, we identified that he has had a history of ankle injuries, which often hampered his performance on the court. He struggled with finding a shoe that provided adequate support and cushioning while also being comfortable to wear. This motivated us to create a shoe that not only addressed his specific needs but also catered to the needs of all basketball players who face similar challenges (Jones et al., 2022).

Creating the story helped us better understand what our users want from a solution, allowing us to refine our design to better cater to their needs. We incorporated innovative design features such as reinforced ankle support, extra cushioning, and breathable materials that provide better performance and comfort.

When it comes to marketing our new trainer, our story helped built empathy and emotional connections with our target audience. We used the story of Michael Jordan's struggles with ankle injuries and how our shoe helped him overcome them to showcase the benefits and value of our product. Incorporating the sustainable aspect of our shoe, made out of recycled ocean plastic, also helped us attract environmentally conscious customers who value sustainability (G. Brown, 2019).

**Portfolio item 4: What if? Looking at things differently (300 words)**

Creativity is a core transferable skill and is the foundation of being enterprising. Creative ideas can arise when we look at things differently:

Pick one of the below ‘what if’ questions:

* What if we all had to find a new way to travel long distances?
* What if we all had to find a new way to communicate?
* What if animals could talk?

What would this mean for everyone and how this would affect the world around us?

(For example: What if we all had a pair of wings? if everyone had a pair of wings there would be less pollution from cars and planes, we would all save money on travel, we could fly to places we’ve always wanted to go, we could all design how our wings would look like etc).

* What if we all had to find a new way to travel long distances?

If we all had to find a new way to travel long distances, it could potentially lead to new modes of transportation and innovation in the travel industry. Such as:

Hyperloop transportation: This is a concept proposed by Elon Musk that involves using tubes to transport people at high speeds through a vacuum. This could potentially revolutionize long-distance travel by reducing travel times and increasing efficiency Discovery, n.d.; ResearchGate, n.d.; ZDNet, 2022).

Self-driving vehicles: This technology is already being developed by companies like Tesla and Waymo, and could eventually lead to a world where we can sit back and relax while being transported long distances without having to worry about driving ourselves Vox, 2021). This technology is also the subject of extensive research, with studies investigating various aspects such as safety and ethical considerations (Borysiak et al., 2020; Li et al., 2019).

Flying cars: While this may sound like something out of a sci-fi movie, companies like Terrafugia and AeroMobil are already developing flying cars that could potentially revolutionize the way we travel long distances (ID Publications, 2022; Interesting Engineering, n.d.).

Sustainable transportation: With concerns over climate change and carbon emissions, there is a growing need for sustainable modes of transportation. This could lead to the development of new technologies such as electric or hydrogen-powered vehicles, as well as increased investment in public transportation infrastructure (Transportation Report, 2021; Geurs and Van Wee, 2022; Müller et al., 2022).

Space travel: With companies like SpaceX and Blue Origin already making strides in the space tourism industry, it is possible that long-distance travel could eventually involve trips to space. This could open up new possibilities for exploration and adventure, while also posing new challenges in terms of safety and technology (Polkowska, 2017; Vernikos, 2012; Roos & Kylänen, 2013; Pearce & Markham, 2011).

**Portfolio item 5: Enterprising skills & Employability (300 words)**

Even if you don’t want to start your own business in the future, the benefits of creativity and being enterprising are far reaching and can help within education, in the workplace and personally. Think about your degree programme and the kind of Business / Marketing / Events roles you would work in.

* How can creative thinking be useful in these roles?

Creative thinking promotes innovative and unique approaches to problem-solving, challenging preconceptions and fostering curiosity, making individuals more adaptable and employable in various industries, especially in business, marketing, and events. Here are some ways creative thinking can be beneficial in these roles:

Developing unique marketing strategies: In marketing, creativity is essential in developing effective marketing campaigns that stand out and attract customers. Creative thinking can help marketers come up with unique ideas and approaches (Villarroel et al., 2020) that differentiate their products or services from the competition (OpenStax, 2021).

Generating new business ideas: Entrepreneurs and business professionals need to be creative in identifying new business opportunities and generating ideas for new products or services Smith, 2020). Creative thinking can help individuals in these roles identify gaps in the market and develop innovative solutions to meet customer needs.

Designing engaging events: Event planners need to be creative in designing events that engage attendees and leave a lasting impression (Smith, 2016). Creative thinking can help event planners develop unique themes, activities, and experiences that are memorable and impactful (Sönmez and Apostolopoulos, 2016).

Problem-solving: Creative thinking can also be useful in problem-solving. Business, marketing, and events roles all involve encountering problems and obstacles that require creative solutions (Cambridge International, 2017). According to Lumen Learning (n.d.), creative thinking can help individuals approach problems from different angles and find unique solutions. Creative problem-solving involves breaking down problems into manageable parts, brainstorming possible solutions, and testing and refining ideas until an effective solution is found. (Online HBS (n.d.)).

Building brand identity: Creativity is essential in building a strong brand identity. Business and marketing professionals need to be creative in developing brand messaging and visuals that are memorable and resonate with customers (Adeniji, 2020; MARQ, 2022; Krasny, 2018; Aaker, 2016; Rocheleau, 2021).

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