

Being Enterprising

The dais to display soft skills

R. Krishnan

Head – Entrepreneurship Development, Compliance Monitoring & Soft Skills

Amrita Centre for Entrepreneurship (ACE)

Corporate & Industry Relations (CIR)

Amrita Vishwa Vidyapeetham

Objectives

At the end of this module, you would be able to:

- Understand the importance of being enterprising
- Discuss entrepreneurial mindset, competencies & motivation
- Explore a tool to determine how enterprising you are
- Assess your present level of entrepreneurial competencies
- Identify areas to improve your enterprising quotient
- Finalise a roadmap to become more enterprising

Pre-Training Quiz

- Do you consider yourself to be 'Enterprising'?
- Do others consider you to be 'Enterprising'?
- Do you believe it is important to be 'Enterprising'?
- Meaning of entrepreneurial mindset, competencies & motivation
- Name a tool to determine how enterprising you are.
- Estimate your level of enterprising potential.
- In which areas could you become more enterprising?
- What steps could make you even more enterprising?

Meaning of ‘Enterprising’

- Having or showing initiative and resourcefulness
- Ready to undertake projects of importance or difficulty
- Energetic in carrying out any undertaking
- Characterized by great imagination or initiative
- Displaying keenness to undertake novel paths
- Enthusiastic to try new schemes

Source: various dictionaries and definitions

Ice-breaking activity

- Volunteers: **Anyone?**
- Self-introduction with constraints: **Challenge-embracers?**
- A risk-taking activity undertaken: **Any experiences?**
- Greatest achievement so far: **Willing to share?**
- Future CEOs: **Like to lead?**

Why is ‘Being enterprising’ important?

- More Exposure
- Greater Learning
- Better Communication
- Faster Adaptability
- Better Social Skills
- Improved Confidence
- Increased Leadership Roles
- Larger Recognition & Rewards
- Higher Growth & Success

Let's Team Up and Learn Experientially!

- Let's group into teams! Assign Nos. from 1 to 6 and form 6 teams of all 1s, 2s,...6s.
- Roles: Choose 1 leader per team within 5 minutes
- Description: Collate all points shared on each topic by team members
- Time: 5 minutes per topic
- Topics for Activity-1: Entrepreneurial Mindset, Competencies & Motivation
- Topic for Activity-2: Soft Skills

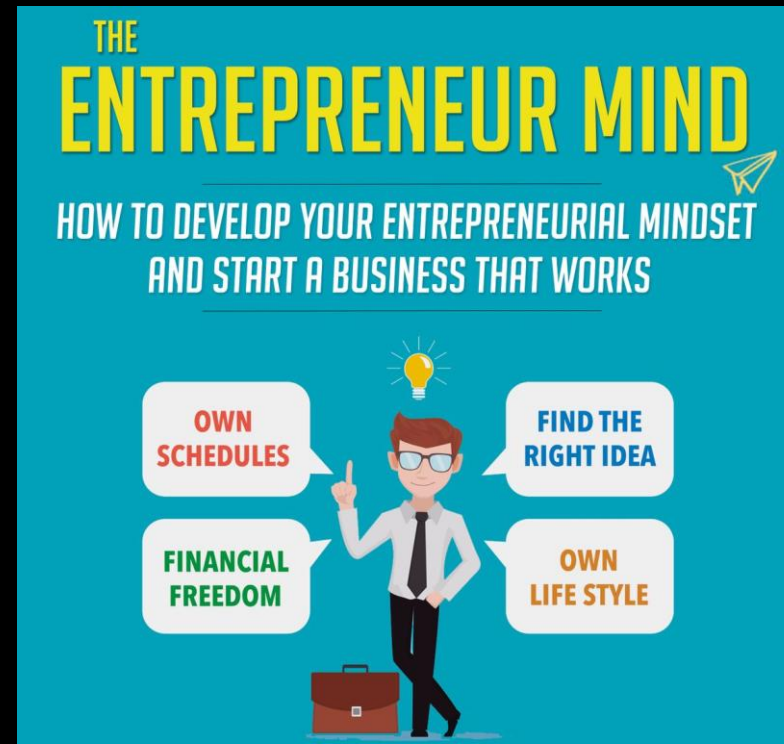


Lessons from experiential learning

Reflect:

- Did you take a lead in the team formation?
- Did others in your team suggest that you should lead the team?
- Did you take an initiative in the activity after the team was formed?
- Did you volunteer to present?
- Could you display some Soft Skills in the team?
- Who could display most of the Soft Skills in the team?
- What soft skills were displayed masterfully?
- What more could you do if you were more enterprising?

Entrepreneurial Mindset



MY EBOOK PUBLISHING HOUSE

Source: <https://www.kobo.com/us/en/audiobook/the-entrepreneur-mind-how-to-develop-your-entrepreneurial-mindset-and-start-a-business-that-works-1>

Narrated by Matt Montanez

Entrepreneurial Mindset

- **Definition:** A way of thinking that enables you to overcome challenges, be decisive, and accept responsibility for your outcomes. It is a constant need to improve your skills, learn from your mistakes, and take continuous action on your ideas. Anyone willing to do the work can develop an entrepreneurial mindset.



- Author: Jonny Nastor, Founder of Hack the Entrepreneur
- Source: <https://hacktheentrepreneur.com/entrepreneurial-mindset/>

Entrepreneurial Mindset

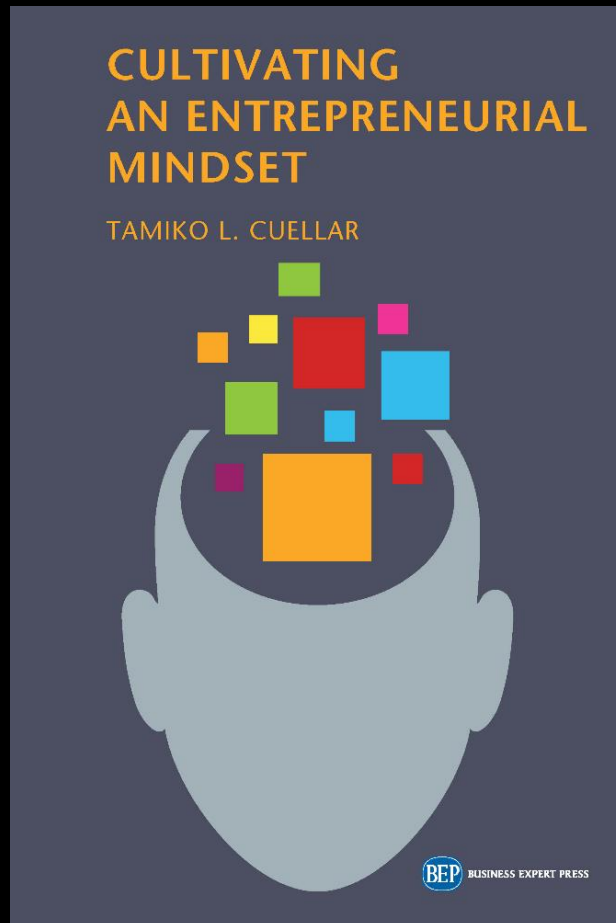


Author: **Jonny Nastor**, Founder of Hack the Entrepreneur

Source: <https://hacktheentrepreneur.com/entrepreneurial-mindset/>

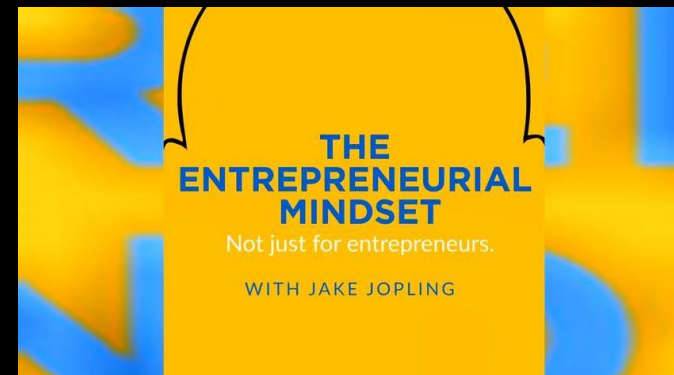
Entrepreneurial Mindset

Books



<https://www.busessexpertpress.com/books/cultivating-an-entrepreneurial-mindset/>

Podcasts



<https://www.temindset.com/episodes/entrepreneurial-mindset-podcast-trailer/>

MOOCs



<https://online.stanford.edu/courses/xine257-cultivating-entrepreneurial-mindset>

Entrepreneurial Competencies

- Definition: Entrepreneurial competencies can be defined as underlying characteristics such as generic and specific knowledge, motives, traits, self-images, social roles, and skills which result in venture birth, survival, and/or growth (Bird, 1995).
- Author: Xiang Li, Singapore Management University
- Source: Entrepreneurial Competencies as an Entrepreneurial Distinctive: An Examination of the Competency Approach in Defining Entrepreneurs
<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.499.6325&rep=rep1&type=pdf>

Entrepreneurial Competencies

- Research: Prof. David C. McClelland and his associates with EDI India
- List of Entrepreneurial Competencies:
 1. Initiative
 2. Sees and Acts on Opportunities
 3. Persistence
 4. Information Seeking
 5. Concern for high Quality of Work
 6. Commitment to Work Contract
 7. Efficiency Orientation
 8. Systematic Planning
 9. Problem Solving
 10. Self-confidence
 11. Assertiveness
 12. Persuasion
 13. Use of influence strategies
 14. Monitoring
 15. Concern for Employee Welfare

Entrepreneurial Competencies

- Evaluate: Identify your Personal Entrepreneurial Competencies (PECs)
- Top 10 Characteristics:
 1. Opportunity seeking;
 2. Persistence;
 3. Commitment to work;
 4. Demand for quality & efficiency;
 5. Risk taking;
 6. Goal setting;
 7. Information seeking;
 8. Systematic planning & monitoring;
 9. Persuasion & networking;
 10. Self-confidence
- PECs Self-Rating Questionnaire & Scoring: <http://beta.entrepreneurship.org.ph/wp-content/uploads/2018/08/Download-PECs-Self-Rating-Questionnaire-1.pdf>
- <http://beta.entrepreneurship.org.ph/wp-content/uploads/2018/08/Download-PECs-Self-Rating-Questionnaire-Scoring-Sheet-1.pdf>
- Source: Daryll Villena, The University of Philippines Institute for Small-Scale Industries
<http://beta.entrepreneurship.org.ph/2018/08/09/how-to-identify-your-personal-entrepreneurial-competencies/>

Entrepreneurial Motivation

- Various Theories of Motivation: Maslow's Hierarchy of Needs, Herzberg's Two-factor theory, David McClelland
- 3 key things that motivate entrepreneurs:
 - Need for Achievement
 - Need for Power
 - Need for Affiliation
- Achievement Motivation Training
- Activity

Test Your Enterprising Potential

- The GET Test: General measure of Enterprising Tendency (GET) test was developed in 1987-1988 by Dr Sally Caird and Mr Cliff Johnson at Durham University Business School with funding from the University Grants Council.
- Source: <http://www.get2test.net/index.html#home>
- Assess Your Enterprising Potential: **Take the GET2 TEST @**
<http://www.get2test.net/get2test.html>



- Need for Achievement
- Need for Autonomy
- Creative Tendency
- Calculated Risk-Taking
- Locus of Control

How Enterprising Am I?

GET2 Test Enterprise Rating

Highly enterprising



The overall GET2 test score of **83%** suggests that your enterprising tendency is high. This means that you have a tendency to start up and manage innovative projects. This could be your own business venture, within your employing organisation or your community. You may recognise the following qualities in yourself:

- You have a strong need for achievement;
- You like to be in charge;
- You will seek opportunities and use resources to achieve your plans;
- You believe that you possess or can gain the qualities to be successful;
- You are innovative and willing to take a calculated risk to achieve your goals successfully.

The most enterprising people set up projects more frequently, set up more innovative projects and are more growth-oriented, which means that they are opportunistic and good at utilising resources, including human, technological, physical and organisational resources. However, there is much you can learn and do. Several universities, such as the Open University offer free courses online which may help you to build up your business knowledge and skills (see <http://openlearn.open.ac.uk>). There are also many MOOCs (Massive Online Open Courses) freely available on the FutureLearn platform (<https://www.futurelearn.com>) to help you to learn about technology, business and the economy, learn languages and so on.

How Enterprising Am I?

★ Need for Achievement



Your need for achievement is high. This means that you may have the following qualities:

- An orientation towards the future;
- Reliance on your own ability;
- An optimistic rather than a pessimistic outlook;
- A strong task orientation;
- Effective time management;
- An orientation towards results, which applies to yourself and others;
- A restlessness, strong drive and high energy levels;
- Opinionated and ready to defend your ideas and views;
- A determination to ensure your objectives are met even when difficulties arise;
- Responsibility and persistence in pursuit of your aims;
- Goal-orientated, setting challenging but realistic goals;
- A willingness to work long and hard when necessary to complete tasks.

With a high need for achievement, you may need to be careful about maintaining your work life balance and in particular taking care of your health and important relationships in your life.

Your results suggest you are both highly enterprising and that you have a high need for achievement, suggesting that you are interested in considering business or enterprise ideas with potential for growth, and expansion in global as well as local contexts. Your high need for achievement gives you the drive to accomplish great achievements in the career path of your choice.

How Enterprising Am I?

Need for Autonomy



Your need for autonomy (or independence) is high. This means that you may have the following qualities:

- Independence, preferring to work alone especially if you cannot be top dog;
- Strong self expression, feeling a strong need to do your own thing your way rather than work on other people's projects;
- Individualism, being able to stand alone even when pressurised by people and groups;
- Leadership, preferring to be in charge and disliking taking orders;
- Unconventional, being prepared to stand out as being different to others;
- Opinionated, having to say what you think;
- Determination, being strong willed and stubborn about your interests.

A high need for autonomy score suggests that you like to take charge of projects that you are involved with, and you may not like working for other people. However, you may need to work at developing good relationship skills with clients, employees, suppliers and authorities since this is important even in very small business or enterprises.

Creative Tendency



Having a medium score, you may recognise yourself as being somewhat creative, although you are less likely to have radical, disruptive innovative ideas with game-changing impacts. However, you may be very good at finding and applying new technologies in a skillful way to your work, and may be practically productive in the way you develop and apply your skills. If you wished to develop a more innovative approach then you might like to consider developing your own latent creative skills.

The best conditions for creativity are in a relaxed space where you avoid critical thinking or thinking too fixedly on a problem, and then use techniques, such as brainstorming or mindmapping to generate lots of ideas. Part of the creativity process involves some idleness to allow the subconscious to work on ideas during an incubation phase. This may lead to sudden insights or Eureka moments, although creative ideas may be typically the result of an iterative process of thinking, using creative techniques, and relaxation to come up with good ideas.

How Enterprising Am I?

⚡ Calculated Risk-Taking



Having a medium score, you may recognise yourself as being somewhat decisive and able to calculate whether your decisions and actions are likely to be successful. However, you may be happiest with tried and tested, less risky enterprising ideas, or business ideas where a partner takes the risks even if that might include sacrificing some of the potential rewards.

You probably enjoy being involved with enterprising projects, but you would not be happy taking big risks, especially financial risks, or pursuing every opportunity that you spot, although you may feel like kicking yourself sometimes when you see others successfully pursuing the opportunities that you blocked out. You are probably most secure working on well-tried enterprise ideas with fairly clear directions, although you might consider whether it is worthwhile to pursue a more risky opportunity

👤 Locus of Control



You scored highly in having an internal locus of control. This means that you may have the following qualities:

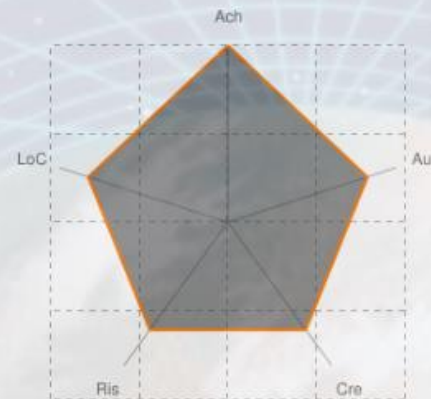
- Opportunism, seeking and taking advantage of opportunities;
- Self-confidence with the belief that you have control over your destiny and you make your own luck, rather than being controlled by fate;
- Proactivity, taking personal responsibility to navigate problems that arise to achieve success on your terms;
- Determination, expressing a strong will and seeking to exert control over your life;
- Self belief, where you equate the results achieved with the effort you make.

Having an internal locus of control means that you confidently seek to exert control over your life, drawing on your inner resources rather than depending on others. You strongly believe that your personal qualities and efforts will determine your success in life.

How Enterprising Am I?

General Enterprising Tendancy (GET2) Test Result Summary

The radar plot and chart show the characteristics of your GET2 test scores graphically. You can print the report off so that you can compare your chart with someone else's chart, or you can compare your own chart with a new chart if you decide to re-take the test on a future date.



Ach = Need for Achievement | Aut = Need for Autonomy | Cre = Creative Tendency
Ris = Calculated Risk-taking | LoC = Locus of control

Overall GET2 Test score	83%
Need for Achievement	100%
Need for Autonomy	83%
Creative Tendency	75%
Calculated Risk-taking	75%
Locus of control	83%

Soft Skills

- ‘Soft Skills’ are a combination of interpersonal qualities (people skills or social skills) and personal characteristics.
- They complement the ‘Hard skills’ which refer to technical expertise and knowledge.
- Source: Wikipedia, https://en.wikipedia.org/wiki/Soft_skills#cite_note-marcel-11

10 Important Soft Skills

1. **Communication** –speaking, writing, presenting, listening
2. **Courtesy** – manners, gracious, etiquette(please & thank you), respectful
3. **Flexibility** – adaptability, willing to change, learn & accepts new things
4. **Integrity** – honest, ethical, high morals, personal values, does what's right
5. **Interpersonal skills** – nice, friendly, nurturing, empathetic, warmth, social
6. **Positive attitude** – optimistic, enthusiastic, encouraging, happy, confident
7. **Professionalism** – businesslike, well-dressed, appearance, poised
8. **Responsibility** – accountable, reliable, resourceful, self-disciplined
9. **Teamwork** – cooperative, agreeable, supportive, helpful, collaborative
10. **Work ethic** – hard working, willing, loyal, self-motivated, punctual, regular

- Source: Top ten list of soft skills compiled by Eastern Kentucky University from executive listings, Wikipedia, https://en.wikipedia.org/wiki/Soft_skills#cite_note-marcel-11

The Dais to Display Soft Skills

- Being Enterprising** – The perfect dais to display your Communication skills, Courtesy, Flexibility, Integrity, Interpersonal skills, Positive attitude, Professionalism, Responsibility, Teamwork, Work ethic
- Discussion** – Examples in the college environment & the corporate environment

Pitching an innovative idea / solution

- Presenting a technical solution in an innovative idea contest



Enterprising Shark Tank Presentations



- https://www.youtube.com/watch?v=_ET2h6O6iao

Enterprising Participation in Company Meetings

- Internal team discussions
- Boardroom meetings
- Selling & Marketing activities
- Customer Support interactions
- Project initiatives
- Volunteering activities
- Fundraising
- Informal gatherings and celebrations

Enterprising CEO, Manager, Worker



Team Activity: The Charging Station Tower



- Firm Name
- CEO
- Manager
- Worker
(blindfolded)
- Observers

Project / Assignment / Application - 1

Here's an assignment to facilitate /test the application of the skill taught:

- Identify at least one club that you would join in your campus, which could provide you a platform to be more enterprising. Initiate a correspondence with the concerned person who is in charge, to apply for membership at the club. Share a proof of your interaction or eventual result (letter / email / membership badge / Club ID card).

Project / Assignment / Application - 2

Here's an assignment to facilitate /test the application of the skill taught:

- Identify a productive activity for your department, which you could initiate. Send an email to your class advisor seeking permission to meet and discuss the same. Share the email as well as the experience.

Project / Assignment / Application - 3

Here's an assignment to facilitate /test the application of the skill taught:

- Based on the GET2 Test, identify the areas to improve your enterprising quotient. Now, prepare a detailed roadmap to become more enterprising. Once you have finalized it, share the same. Also, review the roadmap with your mentor and seek feedback.

Post-Training Quiz

- Do you consider yourself to be 'Enterprising'?
- Do others consider you to be 'Enterprising'?
- Do you believe it is important to be 'Enterprising'?
- Meaning of entrepreneurial mindset, competencies & motivation
- Name a tool to determine how enterprising you are.
- Estimate your level of enterprising potential.
- In which areas could you become more enterprising?
- What steps could make you even more enterprising?

Additional Reading / Resources

- Indomitable Spirit, Dr. A. P. J. Abdul Kalam, Rajpal & Sons, 2010
- The Importance of Being Enterprising 'Simon Goon, Chief Technology & Investment Officer at Umi, Dec 4, 2015, <https://www.linkedin.com/pulse/importance-being-enterprising-simon-goon/>
- Why Be Enterprising, The University of Salford, The Crescent, Salford, M5 4WT, UK - 0161 295 5000, <https://www.salford.ac.uk/askus/work-and-careers/enterprise/resources/why-be-enterprising>

Summing up!

By now you would have:

- Understood the importance of being enterprising
- Discussed about entrepreneurial mindset, competencies & motivation
- Used the GET2 Test tool to determine how enterprising you are
- Assessed your present level of entrepreneurial competencies
- Identified areas to improve your enterprising quotient
- Finalised a roadmap to become more enterprising!

Thank you!

Please share your feedback!

r_krishnan1@cb.amrita.edu
r.krishnan1.amrita@gmail.com
9841319217