

SOCIAL ENTREPRENEURSHIP

Attributes, behaviours, and skills of having an enterprising mindset

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განათლების, მეცნიერებისა და
ახალგაზრდობის სამინისტრო



WORLD BANK GROUP

ENTREPRENEURSHIP



Developing an Enterprising Mindset

- “Enterprise is more than the creation of entrepreneurs, it is about a **can-do and positive attitude** and equipping people with **confidence** to develop a career and vocational interests”

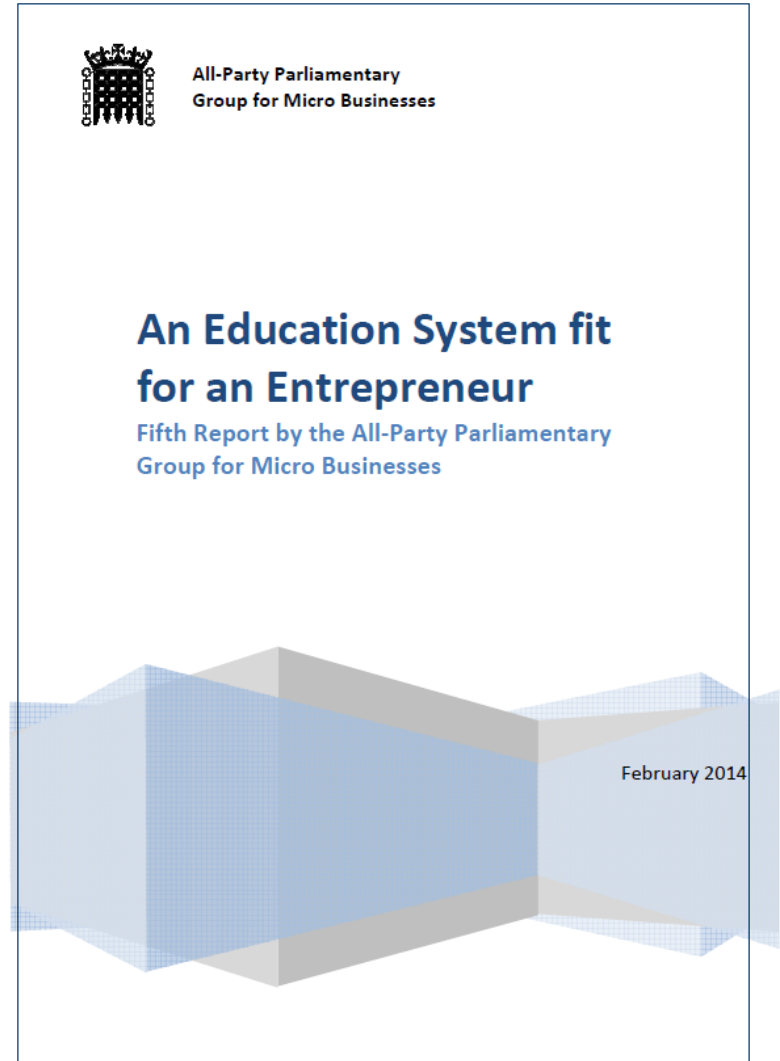
(Lord Young, 2014)



Developing an Enterprising Mindset

“It is clear that a lack of **employability** skills is harming the ability of the young to enter the workforce and being **enterprising** is seen as a necessity by Business”

(All-Party Parliamentary Group for Micro Businesses, 2014)

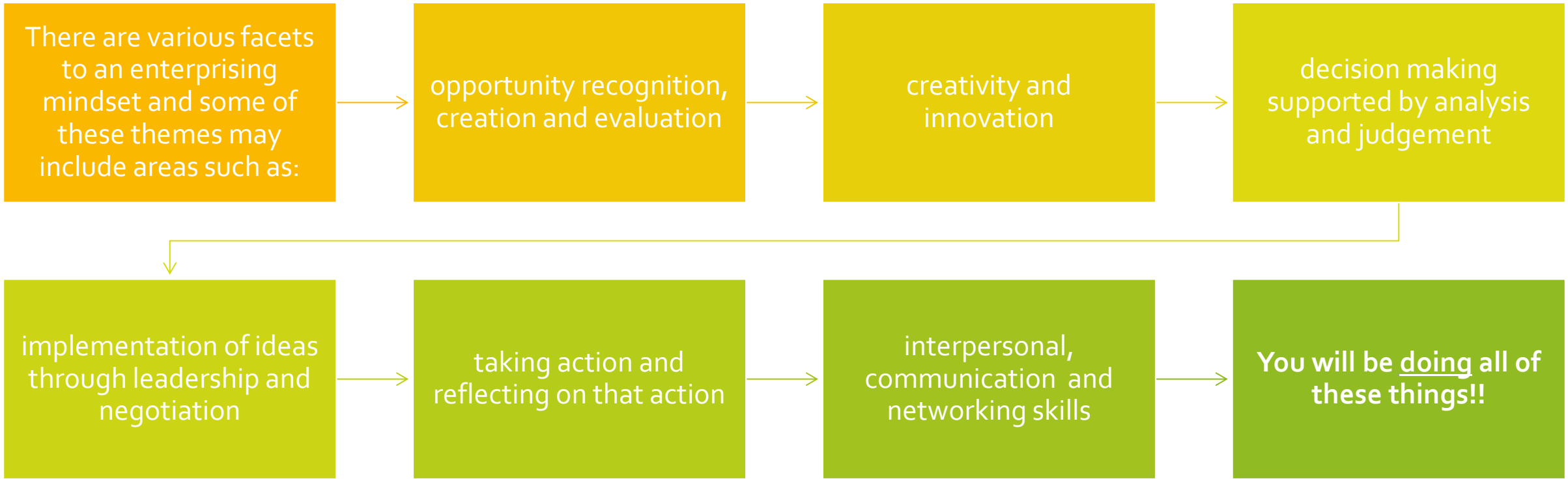


Developing an Enterprising Mindset

“**Graduates with strong enterprise skills** can spot an opportunity and use their initiative to make the most of it. Incorporate an **enterprising mindset** into your job hunt.” (Target Jobs, 2023a)







Facets of an Enterprising Mindset

Enterprising Characteristics

These may include:



Enterprising Behaviours

- Opportunity seeking and grasping
- Taking initiatives to make things happen
- Solving problems creatively
- Managing autonomously
- Taking responsibility for, and ownership of, things
- Seeing things through
- Networking effectively to manage interdependence
- Putting things together creatively
- Using judgement to take a calculated risk

Doing
things
again
and
again
(habits)



Enterprising Attributes

Gibb & Cotton (1998), in Bridge & O'Neill (2018, p43):

- Achievement orientation and ambition
- Self-confidence and self-belief
- Perseverance
- High internal locus of control
- Action orientation
- Preference for learning by doing
- Hardworking
- Determination
- Creativity

Things
you are
or have

Enterprising Skills



Action
verbs
you
can
improve

Enterprising Character Traits

Burns (2016)

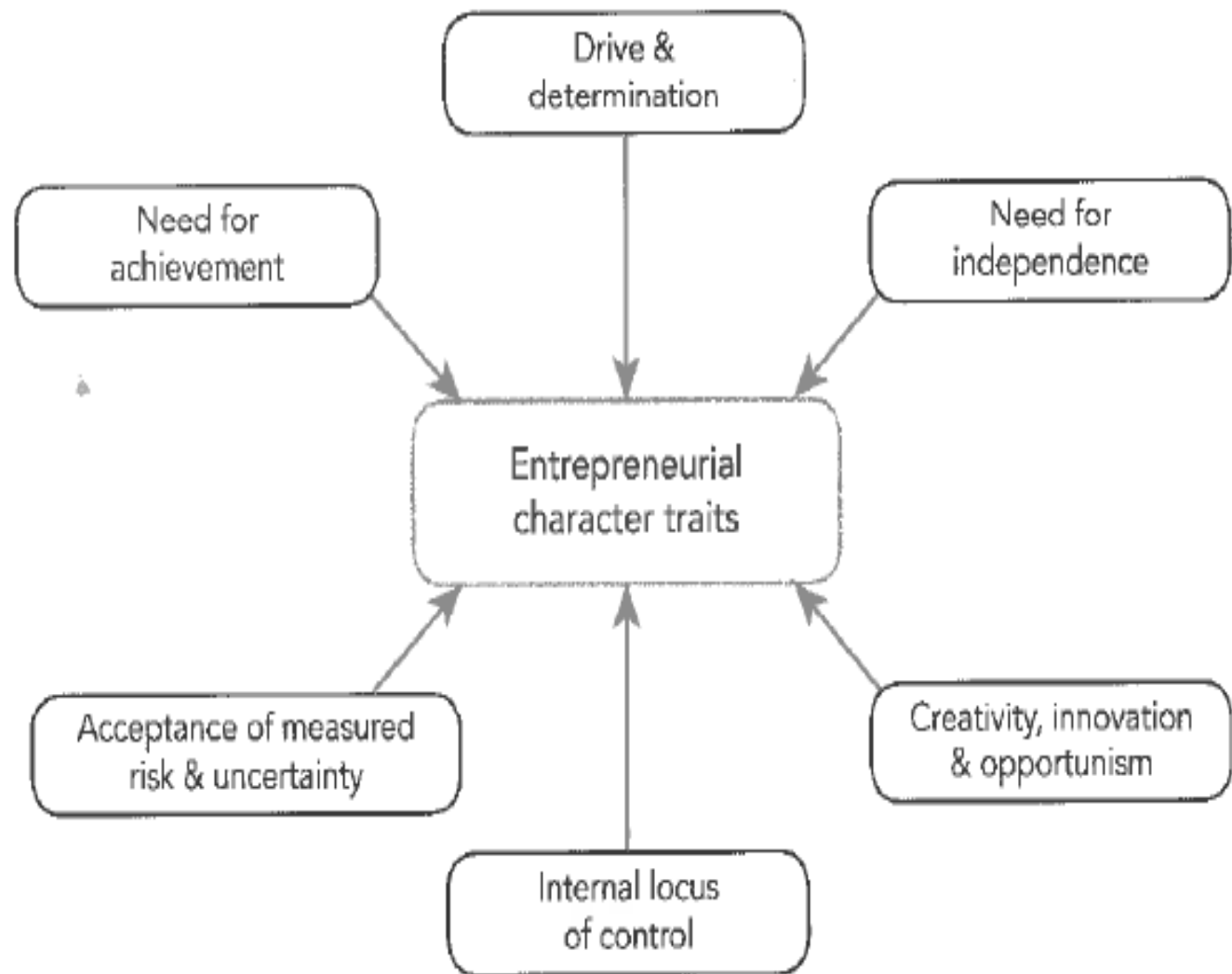


Figure 3.3 Character traits of entrepreneurs

Sources: Aldrich and Martinez, 2003; Andersson et al., 2004; Baty, 1990; Beil et al., 1992; Blanchflower and Meyer, 1991; Brockhaus and Horwitz, 1986; Brush, 1992; Buttner and More, 1997; Caird, 1990; Chell et al., 1991; Cuba et al., 1983; de Bono, 1985; Frank et al., 2007; Hansemark, 2003; Hirsch and Brush, 1987; Kanter, 1983; Kirzner, 1973, 1979, 1997, 1999; Korunka et al., 2003; McClelland, 1961; Pinchot, 1985; Rosa et al., 1994; Schein et al., 1996; Schumpeter, 1996; Schwartz, 1997; Shaper, 1985; Shaver and Scott, 1992; Storey and Sykes, 1996.



Enterprising Character Traits

Burns (2016)

Need for independence

You are likely to be a person who:

- > Dislikes taking orders
- > Prefers to work alone & 'do their own thing'
- > Likes to make up their own mind & not bow to pressure
- > Can be seen as stubborn & determined
- > Prefers to do 'unconventional' things

Need for achievement

You are likely to be a person who is:

- > Restless & energetic
- > Task & results orientated
- > Persistent & determined
- > Forward looking & self-sufficient
- > Optimistic rather than pessimistic

Internal locus of control

You are likely to be a person who:

- > Believes they control their own destiny & discounts fate
- > Believes they create their own luck by hard work and effort
- > Is self-confident & shows considerable determination
- > Is willing to take advantages of opportunities that present themselves

Drive & determination

You are likely to be a person who:

- > Is proactive rather than reactive
- > Acts decisively & quickly
- > Sets achievable goals & then works hard to achieve them
- > Is persistent & determined
- > Continues in a task despite setbacks
- > Is 'on the go' all the time
- > Is restless & easily bored

Creative & innovative

You are likely to be a person who:

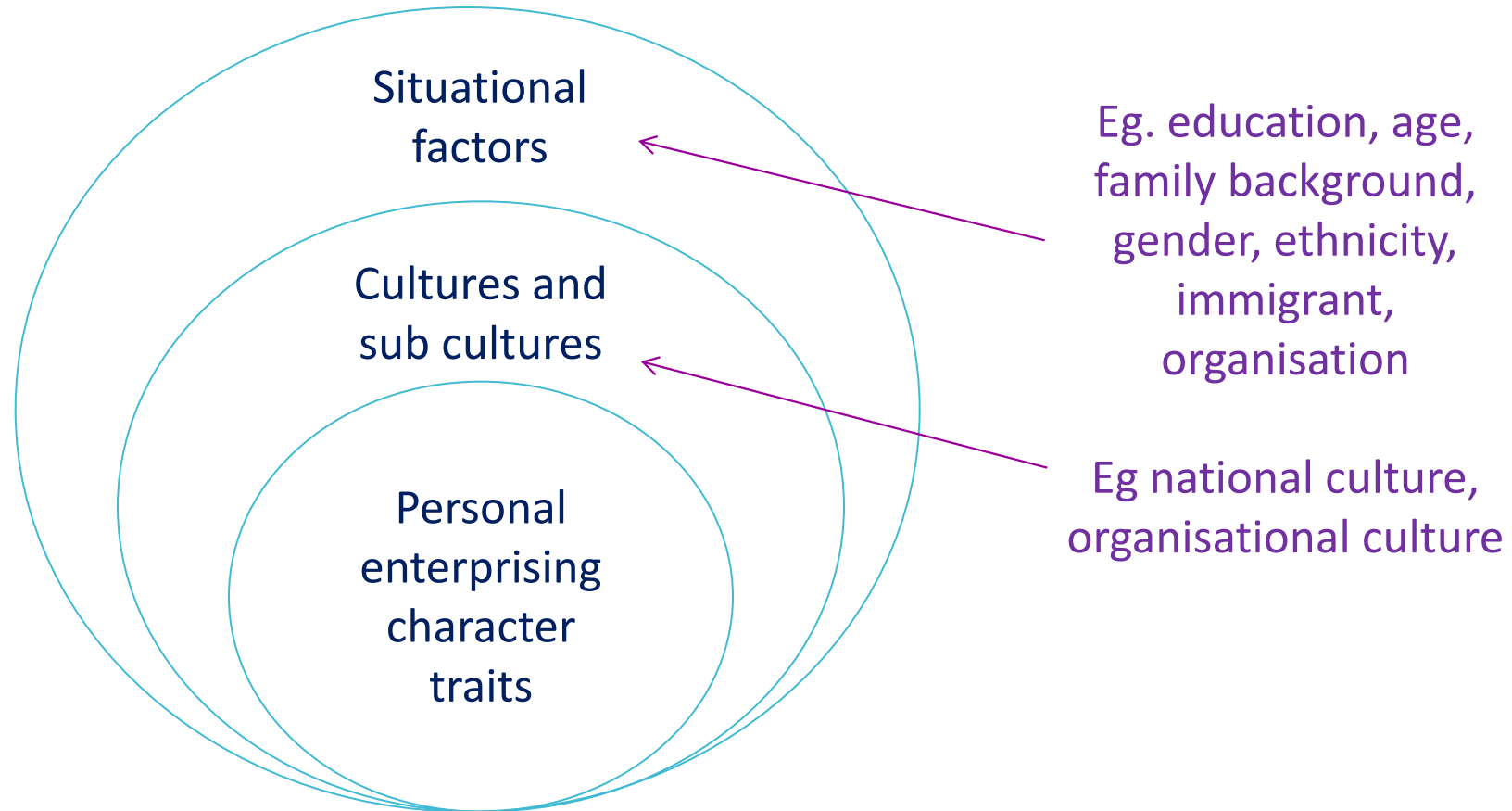
- > Is curious & questioning
- > Is intuitive & imaginative
- > Is innovative with an abundance of ideas
- > Is sometimes a bit of a daydreamer
- > Enjoys change & the challenges it poses

Moderate risk-taking

You are likely to be a person who:

- > Makes decisions quickly
- > Can act on incomplete information evaluating likely costs against benefits
- > Accurately assesses their capabilities & then sets challenging but attainable goals
- > Is neither over nor under ambitious

Influences on Enterprising Traits



Burns (2016)

Critique of Enterprising Traits

- Traits not stable and can change over time
- Measurements require subjective judgements
- Measurements tend to ignore contextual influences
- Role of education, learning and training often overlooked
- Assumes issues such as age, gender, race, social class and education can be ignored

(Deakins and Freel, 2003)



General Enterprising Tendency Test

- Test developed by Caird (Caird, 1990; Caird, 1991)
- Provides measures of:
 - Need for Achievement
 - Need for Autonomy
 - Creative Tendency
 - Calculated Risk Taking
 - Internal Locus of Control



Developing an Enterprising Mindset

- **Summary**
- **Entrepreneurship** is a subset of enterprise as specifically about creation of cultural, social or economic value, possibly through venture creation
- Many facets to an Enterprising Mindset, including:
 - **Behaviours**
 - **Attributes**
 - **Skills**
 - **Traits**

References

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References/Useful Resources