

**Introduction**

This workbook has been developed so that you are able to collect and present evidence that demonstrates your knowledge and skills in relation to the development of an enterprising character.

There are different sections that make up this workbook in order to make sure you are able to complete all of the tasks necessary, but you will be provided with support as you move along by your Assessor.

Further learning materials and support is available through your studying membership of the Institute of Enterprise and Entrepreneurs. If you haven’t yet received your login, please speak to your Assessor who will be happy to sort this out for you.

This unit contains two learning outcomes and will support you to be able to:

* Understand the meaning of the term enterprising character
* Understand your own enterprising character
* Understand how to develop your own enterprising character

The evidence within this workbook will be assessed by,

**Assessor Name:**

and will be quality assured by,

**Internal Quality Assurer Name:**

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**Introduction**

Within this unit, we will look at what an enterprising character is. We will learn what qualities make someone ‘enterprising’. We will also look at how to develop your own enterprising character. We will think about predicting how we can use our enterprising traits in the future. We will question how these traits affect the situations we find ourselves in. We will also explore how enterprising character skills affect the people around us, as well as our interactions with them.

**Task** - Try to come up with your own definition of what you think the word ‘enterprising’ could mean. The aim here isn’t to already know what the word means. This task is designed to see whether you can explain what you think the definition is.



Your Assessor will support you to plan how best to demonstrate your knowledge and skills which may be through the completion of the activities within this workbook or may include additional tasks best suited to you.

If any additional tasks are to be completed these will be listed in the table below with target dates for which you should try your best to complete each task listed.

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| **Task** | **Target Date** | **Re-planned Target Date** |
| Completion of the activities included within this workbook |  |  |
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By signing below, you agree to completing the work as detailed above and working with your Assessor to achieve this by the deadlines indicated.

**Learner Name:**

**Signature:**

**Date:**

**Assessor Name:**

**Signature:**

**Date:**



**Activity One**

**What is an enterprising character?**

An enterprising character could be defined in many ways. The University of Oxford says that an enterprising character is “showing initiative, seeing opportunities and taking advantage of them, and adaptability” (University of Oxford, 2020). An example of this could be someone that comes across a worn-down house and turns it into a home. They don't focus on the negative side to the investment and instead think of the possibilities, and opportunities the investment may bring. Instead of dreading how long the task will take and worrying about how much money it may take, the enterprising character will forecast the end product and try to include the goal in their estimations. They tend to look for the positive outcome, whilst remaining realistic about the process.

Of course, an enterprising character may also view the opportunity and analyse the risks involved. The use of the enterprising skills allow these individuals to try and turn those risks into a positive. This ability to see the future potential of something, or how an investment will pay off, contributes to someone being enterprising or having an enterprising character.

Another example of an enterprising character could be someone that visits a coffee shop and enjoys a challenge. So when they visit their coffee shop, they make note of the way the business works. The enterprising character may use these notes and could set up their own coffee shop (or a similar business so they aren’t copying one that already exists).

Enterprising means different things for different kinds of businesses or personal development. For some people, it is being ambitious and courageous, for other people it will be the adaptability and problem solving that peaks their enterprising interest. An enterprising character uses a combination of traits and skills to achieve the best outcome possible.

Using the box below, provide a definition for the term ‘enterprising character’ that would help another person to understand what it means

**Enterprising Character means:**

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**Activity Two**

**What are the traits of an enterprising character?**

An enterprising character is made up of many traits, skills and experiences. By using these skills and traits, the enterprising character is able to see the best possible outcomes of a situation and may be able to develop an idea or a product to another level. This may drive sales, improve the structure of the business or allow them to work effectively and efficiently.

To be an enterprising character, a person must have a combination of a few enterprising traits. Simply having one of these traits wouldn’t be enough to be enterprising. Being creative would not be enterprising, the individual would have to show a balance of creativity with a few of the other traits.

Qualities or traits that an enterprising person may have are:

Initiative, drive, determination, adaptability, confident, courageous, forward thinking, innovative, creative, problem solving and resourceful.

These qualities contribute to someone's enterprising nature. Usually a mix of practical skills and theoretical skills allows a person to form a well-rounded enterprising character. But there are some exceptions. Some enterprising characters are completely practical, or completely theoretical.

**Pro’s and Con’s of Enterprising traits:**

Upon first glance the enterprising character traits all seem like positive traits. There can’t be a negative side to creativity right? How is problem solving a bad thing?

But these traits, do sometimes, have a negative side.

Let's go through a few of the traits and identify the positives and negatives:

**Initiative** - This is the ability to think of an idea or follow an idea up on your own. This is sometimes a positive trait as there are times when coming up with your own thoughts and ideas will be useful. Specifically thinking of enterprising, you may need to rely on your own thoughts and ideas to get a business started or begin the next step in your life. Using your initiative will help you find a target and aim for it.However, this can sometimes be a negative trait too. Sometimes initiative may lead us to think our opinion and thoughts are the only ones that matter. We may feel like we have a good enough idea, when it needs to be planned a bit more.

**Drive** - Drive is the ability to work continuously. This skill is linked to determination. Drive is a positive skill as it means someone is productive or able to complete their work and continue with tasks. But, if that task isn’t worth completing, sometimes this could be a negative skill. This could lead to wasted time and someone feeling defeated.

**Adaptability** - This is the ability to adapt and switch out certain parts of an idea. This could also mean a person is able to work on many different areas of a task. This is a positive skill as being adaptable means you are able to help other people out and cover more than one area of the business as and when you need to. It also lets you gain knowledge of many areas too. But, this could be a negative as you may end up knowing a little bit about many areas, but you may never specialise in an area. This may lead to a dead end, in terms of career progression.

**Creative** - In some situations, being creative is a big help. Some jobs may need you to add a touch of creativity. This could help with engagement, publicity or even increasing sales. Yet, in some roles, it would be inappropriate to be creative. For example, an accountant may not be creative at work as this could lead to legal issues. A lawyer may not be creative either as they have policies, formalities and laws to follow which makes it inappropriate to be creative.

Everyone possesses some of these enterprising character traits, it is up to us to identify them and develop them. When we identify the traits within us, we become aware of how to use them. If we develop these skills, we will be able to use them more effectively and efficiently. So whether it is being more creative, or having more ambition, we must continue to practice these skills.

Like many things in life, we may be able to get by with the basic level of creativity. We may be able to survive with a low level of drive. But when thinking about enterprise and entrepreneurship, we must excel in these areas to succeed. Pick some of these traits to develop and learn more about. Better your own enterprising character and enable yourself to push that little bit further.

Using your own words, use the table below to list a minimum of four enterprising character traits, these could be abilities, behaviours or skills, and how they can be seen as both positive and negative.

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| --- | --- | --- | --- |
| **Enterprising character trait** | **Ability (A)**  **Behaviour (B)**  **Skill (S)?** | **How is it positive?** | **How is it negative?** |
| e.g problem solving | S, B | Problem solving means that you can overcome challenges in a productive and effective way in order to move forward and achieve my goals. | Problem solving can sometimes mean you miss the bigger picture as you concentrate too much on one thing and miss other important details. |
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**Activity Three**

As is true for many parts of life, there are positives and negatives for them all. However, when someone is able to strike a balance within the skills and use the positives and, sometimes, negatives to their advantage, they are able to succeed. These skills are not always either positive or negative. Sometimes there may be no negative side to having drive in an individual, but for other people too much drive could be destructive. It is all dependent on the individual and their circumstances. The use, combination and balance of the above traits all comes down to you. How do you intend to use them? Which traits do you think you have? Which traits do you seem to prioritise above the rest?

It is one thing to identify the skills of an enterprising character, but it is another skill to recognise if you have used them. This isn’t always an easy task, and may need you to look back through your life.

**Reflection:** Think back, as far as you can remember. Have you used enterprising skills in your life before? Did these have any impact on your life?

Now look at your own abilities, behaviours and skills. Use the table below to list your own enterprising character traits and describe how you currently use them in your personal and/or working life.

|  |  |  |
| --- | --- | --- |
| **Enterprising character trait** | **Ability (A)**  **Behaviour (B)**  **Skill (S)?** | **How do I currently put it into practice?** |
| e.g. problem solving | S, B | I moved house and struggled to build a new circle of friends so I found out about all of the local clubs and groups and joined a couple to meet new people and make new friends. |
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**Activity Four**

**The effects of an enterprising character:**

Using these skills and traits can affect many areas of your life. They can also have an effect on your own achievements. The enterprising character traits can have an impact on others as well as your own self-esteem and belief.

An enterprising character trait could boost your own confidence. An enterprising character is ambitious, driven, creative and determined. The enterprising character traits can actually push you to develop yourself and try new things. It may push you to take a look at that new business idea you have been thinking of trying out. Normally, it is the initial push that we need to get over that may stop us from trying out that new idea. By focusing on our enterprising character traits and skills, we are able to take that first step and get the ball rolling. If we are able to focus on and develop those enterprising character traits, we will be able to jump into that next business idea, without taking too much of a risk.

At the same time the enterprising character traits may make you more likely to take bigger risks with the hope of a bigger pay-out. You could be more likely to jump into an idea without planning it out if you tend to follow your intuition over your logic. You may be more likely to misinterpret information if you follow your creativity rather than using your problem-solving skills. So the enterprising character traits can be seen as both a positive and a negative at the same time.

To get the most from the enterprising character traits, it is important to find a balance. With the right mix of traits, the enterprising character traits can enable you to achieve your best work.

Enterprising character traits also allow us to use our achievements as encouragement for future goals. They allow us to reflect on our own experiences and analyse what we would have done differently. They may also push us to come up with strategies we can put in place, as a backup, so nothing goes wrong. On the positive side, the use of enterprising character traits, on our achievements, may be that little bit of motivation to achieve bigger and better achievements. This could let us push on and meet further, more difficult, goals. But again, there is such a thing as pushing too far and being too motivated. By having too much drive, you could work yourself to exhaustion or make mistakes at work which could have a long-lasting negative effect on yourself or your business. So it is important that you are aware of the skills you use, when you use them and how you use them.

Being an enterprising character also affects the people around us. Enterprising characters tend to have a persuasive or enabling nature. They tend to make other people see things their way and follow their path. This isn’t to say they bully or manipulate people. Nor do they always get their own way. They tend to have a clear vision and have planned their way to success. These individuals are able to work, and motivate others to work, on projects that could have a positive impact on their life.

For the enterprising character traits you have identified, use the box below to explain how they have impacted on:

* Other people
* Your own achievements
* Your own self-esteem and self-belief

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**Activity Five**

Now think of the situations you have applied your enterprising character traits and describe a situation when they had a positive impact. Think about what happened, how you applied the character trait, how it had a **positive** impact and what you learnt in order to help you develop in the future.

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**Activity Six**

Now think of the situations you have applied your enterprising character traits and describe a situation when they had a negative impact. Think about what happened, how you applied the character trait, how it had a **negative** impact and what you learnt in order to help you develop in the future.

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**Activity Seven**

Enterprising character traits may allow you to see things in a different way. This could mean you can make the best out of a less than ideal situation. You could also have a drive to succeed and keep pushing when others may give up. It could lead to bigger, more successful, projects in the future. The ability to look into your future and predict when your skills will come in handy, will allow you to make sure your enterprising character is sustainable and not an ‘in the moment’ occurrence. It is also important to note how you plan on developing these traits and why these skills need to be developed. For example, how do you plan on developing your problem-solving skills? Do you plan on using them more in less pressured situations? This could lead you to using those skills and being more efficient with your problem solving, in the future.

So far you have discussed what enterprising character traits are, which you currently have and how you have used them. But what about the future?

Use the table below to select aspects of your own enterprising character that you would like to develop further and the reasons why you have selected those particular traits for development.

|  |  |  |
| --- | --- | --- |
| **Enterprising character trait** | **Ability (A)**  **Behaviour (B)**  **Skill (S)?** | **Why have you selected this trait for development?** |
| e.g. problem solving | S, B | When running or working within a business I will come across many challenges with finance, suppliers, etc. that will need me to be able to think through the problem properly to come to the best outcome to help me to achieve the goals of the business and my personal goals/targets. |
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**Activity Eight**

Now use the table below to plan how you can develop the character traits you have identified. Think about the activities to be completed, the timescales for the activities to take place and the method you can use to review how successful the activities are in helping you to develop.

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| --- | --- | --- | --- |
| **Enterprising character trait** | **Activity to be completed** | **Deadline for completion** | **Method of reviewing success of the outcome on your own development** |
| eg. problem solving | Read about ways of identifying and thinking through problems. | 1 month | Put into practice my problem-solving technique and see how I have done and further ways of improving. |
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**Activity Mapping**

Now you have completed the activities to demonstrate your knowledge and skills it is time for your Assessor to map your work against the standards listed below.

By doing this they will be making sure that the work you have provided by completing the activities meets the requirements for you to gain your certificate.

Your Assessor will provide you with feedback on how you have done and whether any more work may be required.

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| **Assessment Criterion – The Leaner can:** | **Activity Number or Reference Number of Additional Activities:** | **Assessor Signed Off (✓/✗):** |
| Explain what is meant by ‘enterprising character’ | 1 |  |
| Describe enterprising character traits and how they can be seen as sometimes positive and sometimes negative | 2 |  |
| Identify and describe own enterprising character traits | 3 |  |
| Explain how own enterprising character impacts upon:   * Others * Own achievements * Own self-esteem and self-belief | 4 |  |
| Describe a situation when own enterprising character traits had a positive impact and explain the consequences | 5 |  |
| Describe a situation when own enterprising character traits had a negative impact and explain the consequences | 6 |  |
| Select aspects of own enterprising character to be developed | 7 |  |
| Explain why these have been selected | 8 |  |

**Assessor Feedback**

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**Authenticity Declarations**

**Learner Declaration**

By signing this declaration, you agree that the evidence provided within this workbook has been produced by you and meets the requirements of being authentic, sufficient, valid and current to the standards required.

**Learner Signature:**

**Date:**

**Assessor Declaration**

By signing this declaration, you agree that you have assessed all of the evidence produced within this workbook and have ensured that the work is that of the learner. You are also declaring that during the learning process you have ensured that the evidence is authentic, sufficient, valid and current to the standards required.

**Assessor Signature:**

**Date:**

**IQA Signature (if applicable):**

**Date:**

**Additional Evidence Forms**

Use these additional forms in order to record additional evidence for the activities within this workbook where additional space is required.

Ensure that each piece of evidence entered on these forms is clearly labelled with the corresponding activity number.

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**Helpful Resources & References**

**Helpful Resources:**

Entrepreneur Traits | Monster.com

What is the Enterprising Personality Type? - Traits and Possible Occupations | 123test

**References:**

TEDx, 2016. The ideal business plan | George Koukis | TEDxChalkida. [video] Available at: <https://www.youtube.com/watch?v=6VZNs1Eyrh8> [Access it [here](https://www.youtube.com/watch?v=6VZNs1Eyrh8)].

University of Oxford. 2020. What Does it Mean to Be Enterprising?. [ONLINE] Available at: https://eship.ox.ac.uk/what-does-it-mean-to-be-enterprising/. [Accessed 27 August 2021].

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