

Introduction to Entrepreneurial Skills Development

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Contents

1. What is Attitude ?
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Attitude

**It is a foundation to
make or break you.**

Attitude

Preparation

Perseverance

Respect

Honesty

Integrity

Courage

Appreciation

Self-Control

Empathy

Gratitude

Tolerance

Duty

Loyalty

Responsibility

Compassion

Leadership

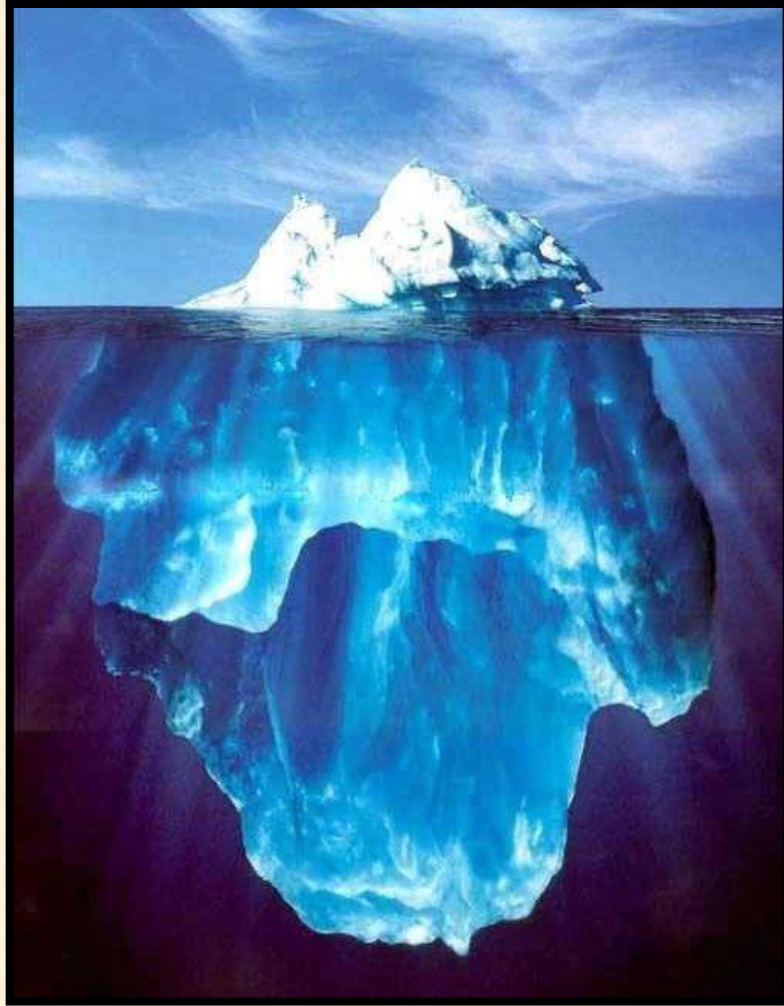
Attitude can be defined as
one word...*LIFE*.

THE ICEBERG

- HOW MUCH DO YOU SEE OF AN ICEBERG?



THE ICEBERG



**ONLY 10% OF ANY
ICEBERG IS VISIBLE.
THE REMAINING
90% IS BELOW SEA
LEVEL.**



THE ICEBERG



**VISIBLE
ABOVE SEA LEVEL**

10 %

SEA LEVEL

**INVISIBLE
BELOW SEA LEVEL**

90 %



THE ICEBERG



**KNOWN
TO OTHERS**

**KNOWLEDGE
&
SKILLS**

SEA LEVEL

**UNKNOWN
TO OTHERS**

ATTITUDE



THE ICEBERG



**KNOWN
TO OTHERS**

BEHAVIOR

SEA LEVEL

**UNKNOWN
TO OTHERS**

IMPACT

VALUES – STANDARDS – JUDGMENTS

ATTITUDE

MOTIVES – ETHICS - BELIEFS



Thoughts → Actions

Actions → Habits

Habits → Character

Character → Destiny

The Power of Attitude

WHAT MAKES YOUR LIFE 100% ?

Let each letter of the alphabetic has a value equals to it sequence of the alphabetical order:

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26

S	K	I	L	L	S
19	11	9	12	12	19

=

82

K	N	O	W	L	E	D	G	E
11	14	15	23	12	5	4	7	5

=

96

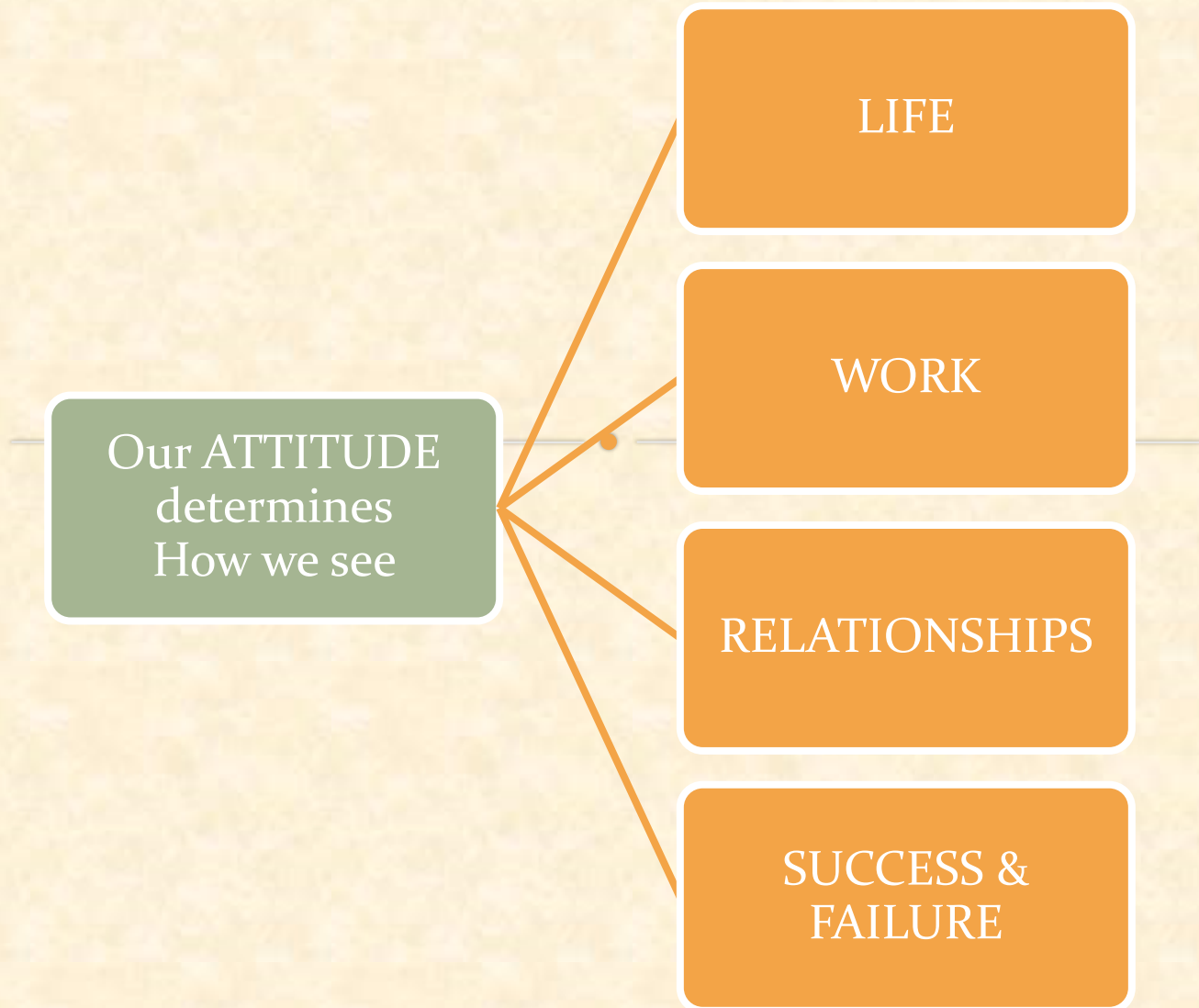
H	A	R	D		W	O	R	K
8	1	12	4		23	15	18	11

=

98

A+T+T+I+T+U+D+E
1+20+20+9+20+21+4+5 = 100%

The Power of Attitude



The Power of Attitude

Attitude 1

Our attitude determines our approach to life

"Everyone thinks of changing the world, but no one thinks of changing himself"

"Life is either a daring adventure or nothing"

————— ● ————— Hellen Keller

Attitude 2

Our attitude determines our relationship with people

Relationship= giving + taking

'We make a living by what we get but we make a life by what we give'

Power...

Attitude 3

Our attitude is the only difference between success and failure.

Attitude 4

Our attitude at our task will affect its outcome more than anything else.

Surgeons prepare their patients before surgery

Attitude 5

Our attitude can turn our problems into blessing
"Every opportunity has a difficulty, every difficulty has an opportunity"

Benefits of + attitude: ...

- Makes for a pleasing personality
- Is energizing
- Increases your enjoyment of life
- Inspires others around you
- Helps you become a contributing member of society and an asset to your country.
- [amina profile.mp4](#)

Benefits of + attitude: ...

- Fosters teamwork; Solves problems.
- Improves quality
- Breeds loyalty
- Fosters better relationships
- Reduces stress.

Results of a negative attitude:

- Bitterness\Resentment
- A purposeless life
- Ill health\high stress level.



How people perceive your attitude?

- Caring, confident, patient, humble, High expectation of themselves & others, anticipate positive outcomes,

Can Attitude be Changed?

THE CAN DO ATTITUDE

You CAN DO everything, but not all at once.

You CAN DO everything, if it's important enough for you to do. • —————

You CAN DO everything, but you may not be the best at everything.

You CAN DO everything, but there will be limitations.

You CAN DO everything, but you'll need help.

Attitude

Preparation

Perseverance

Respect

Honesty

Integrity

Courage

Appreciation

Self-Control

Empathy

Gratitude

Tolerance

Duty

Loyalty

Responsibility

Compassion

Leadership

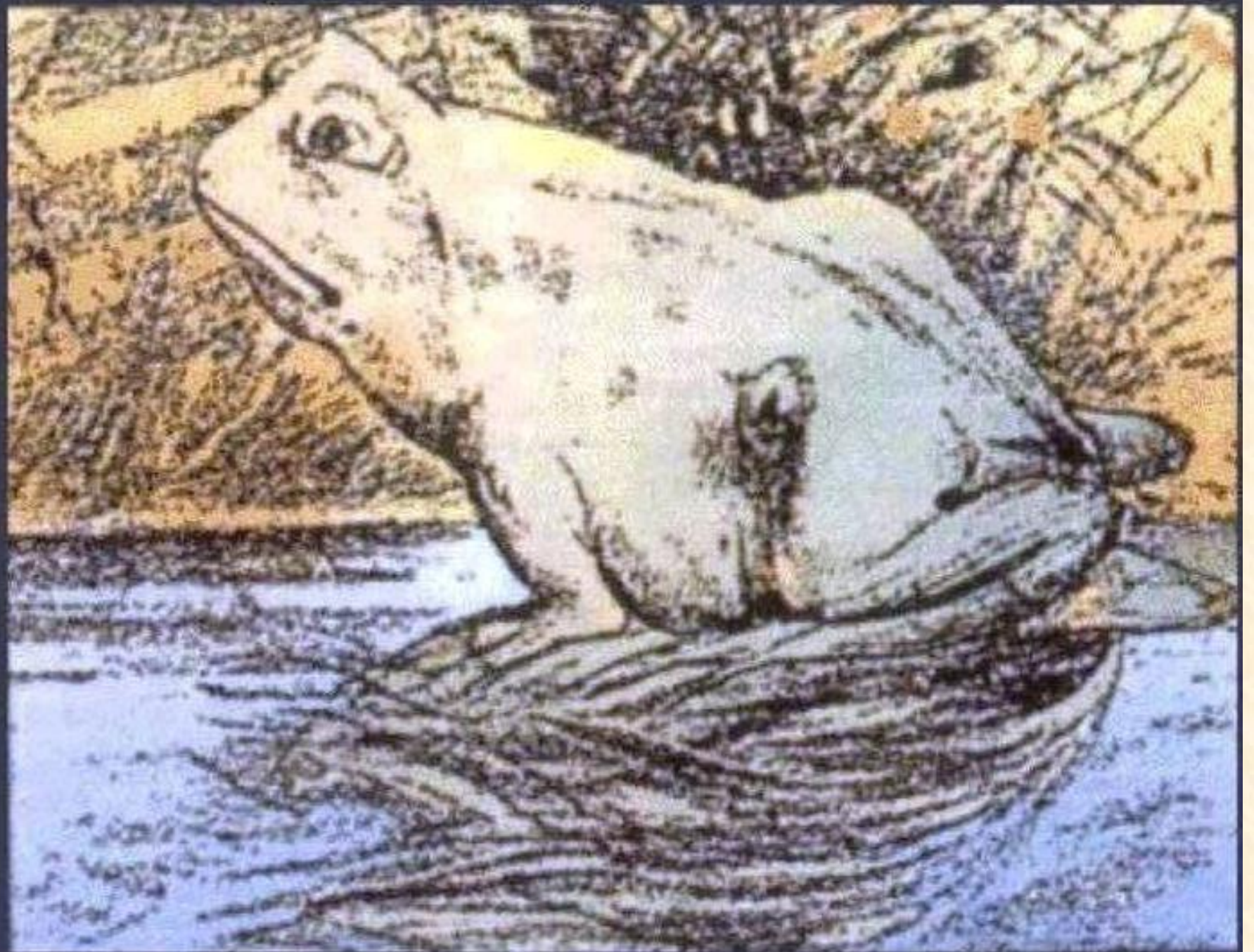
Attitude

If you don't like
something, change it.
If you can't change it,
change your attitude.
Don't complain.

[nick_voi.jpeg.VOB](#)

HOW CAN WE BUILD POSITIVE ATTITUDE?

1. change focus, look for the positive.





The Power of Attitude

**Change Attitude,
Change Everything**





HOW? do we change
ATTITUDE

ATTITUDE

```
graph LR; A[ATTITUDE] --- B[Environment]; A --- C[Experience]; A --- D[Education];
```

The diagram consists of a central box on the left labeled 'ATTITUDE'. Three lines extend from the right side of this box to three separate boxes on the right. The top box is labeled 'Environment', the middle box is labeled 'Experience', and the bottom box is labeled 'Education'. All boxes have a white border and rounded corners.

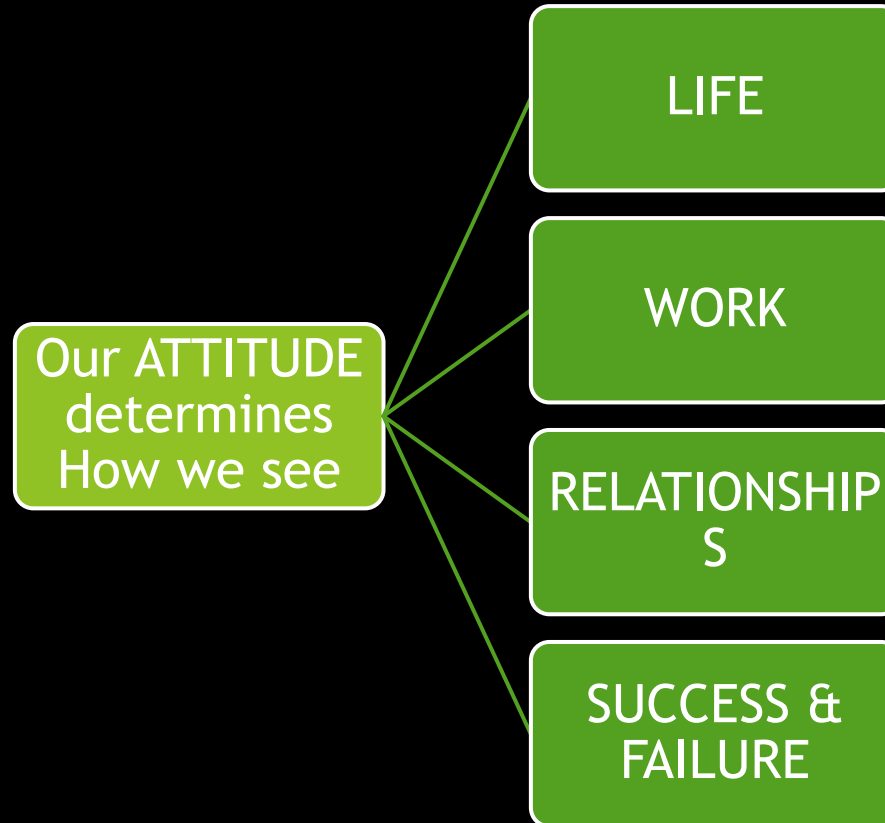
Environment

Experience

Education

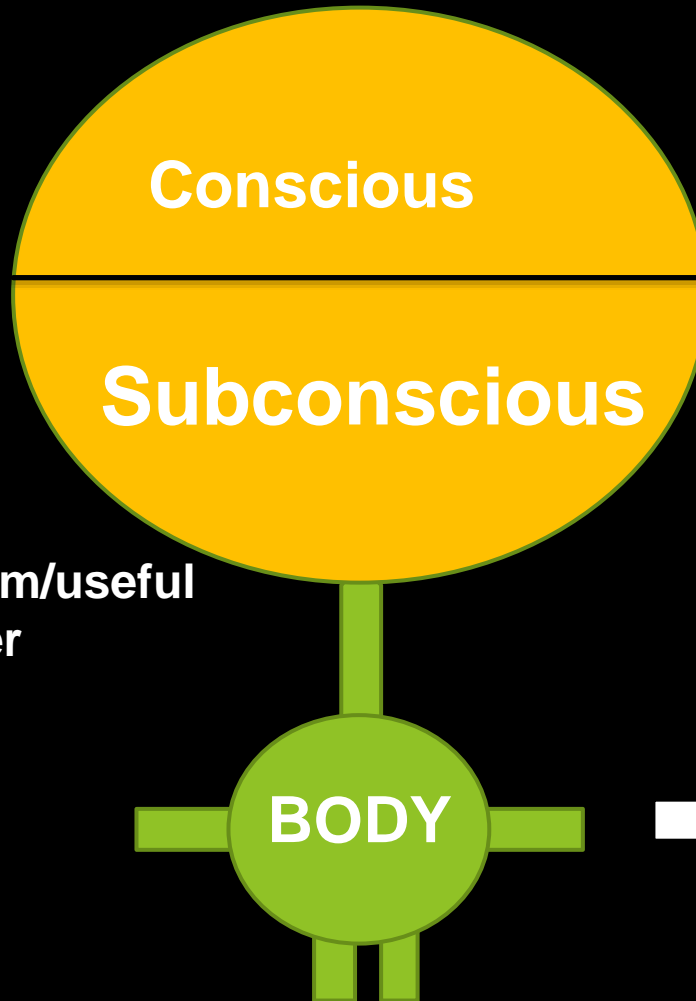


The Power of Attitude



How the mind works

- Accepts only
- Timeless
- Spaceless
- Knows no harm/useful
- Memory center



- senses
- Accepts/rejects
- Organizes
- Sleeps





**What you
think**

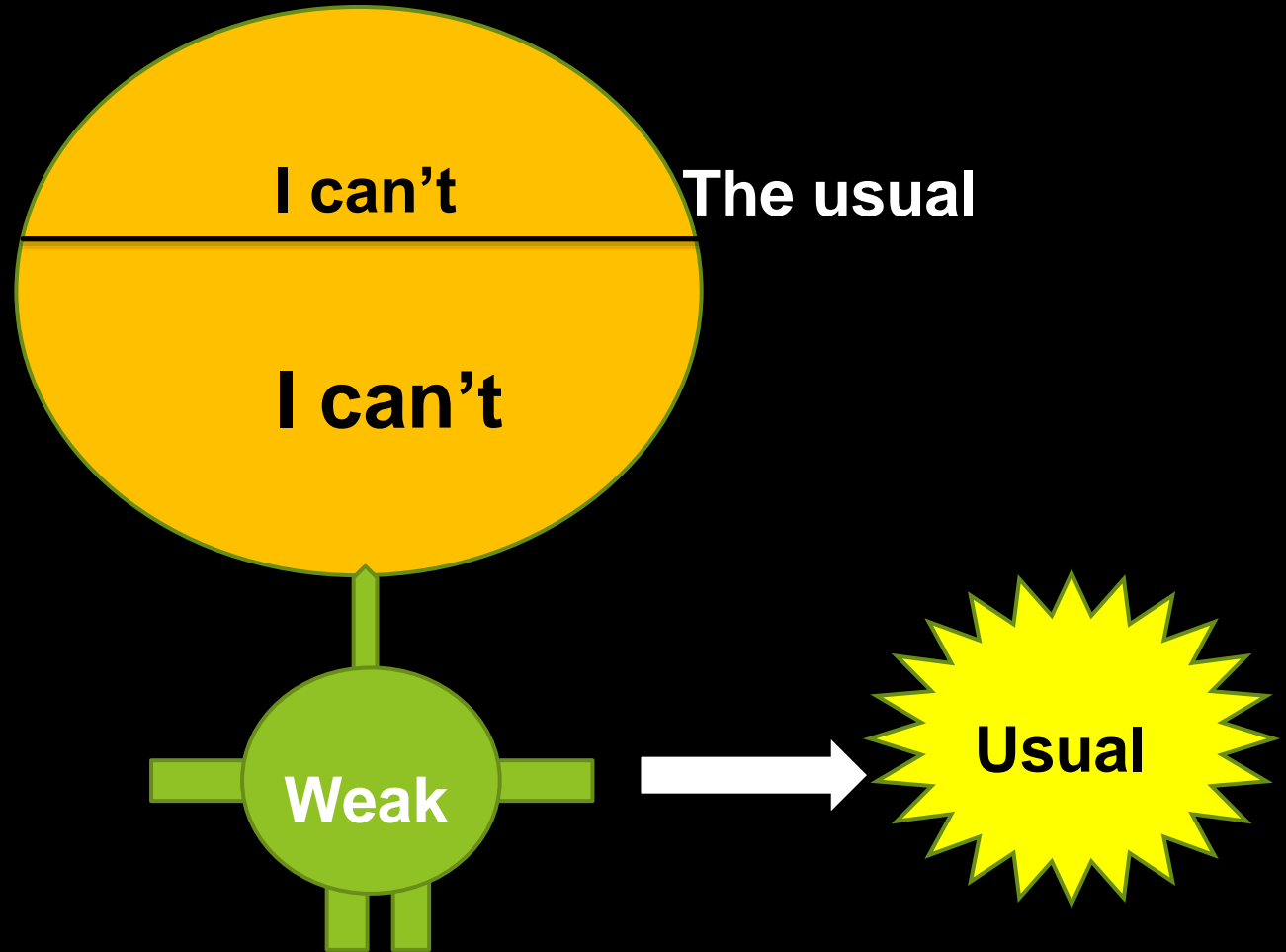
**what you
accepted**

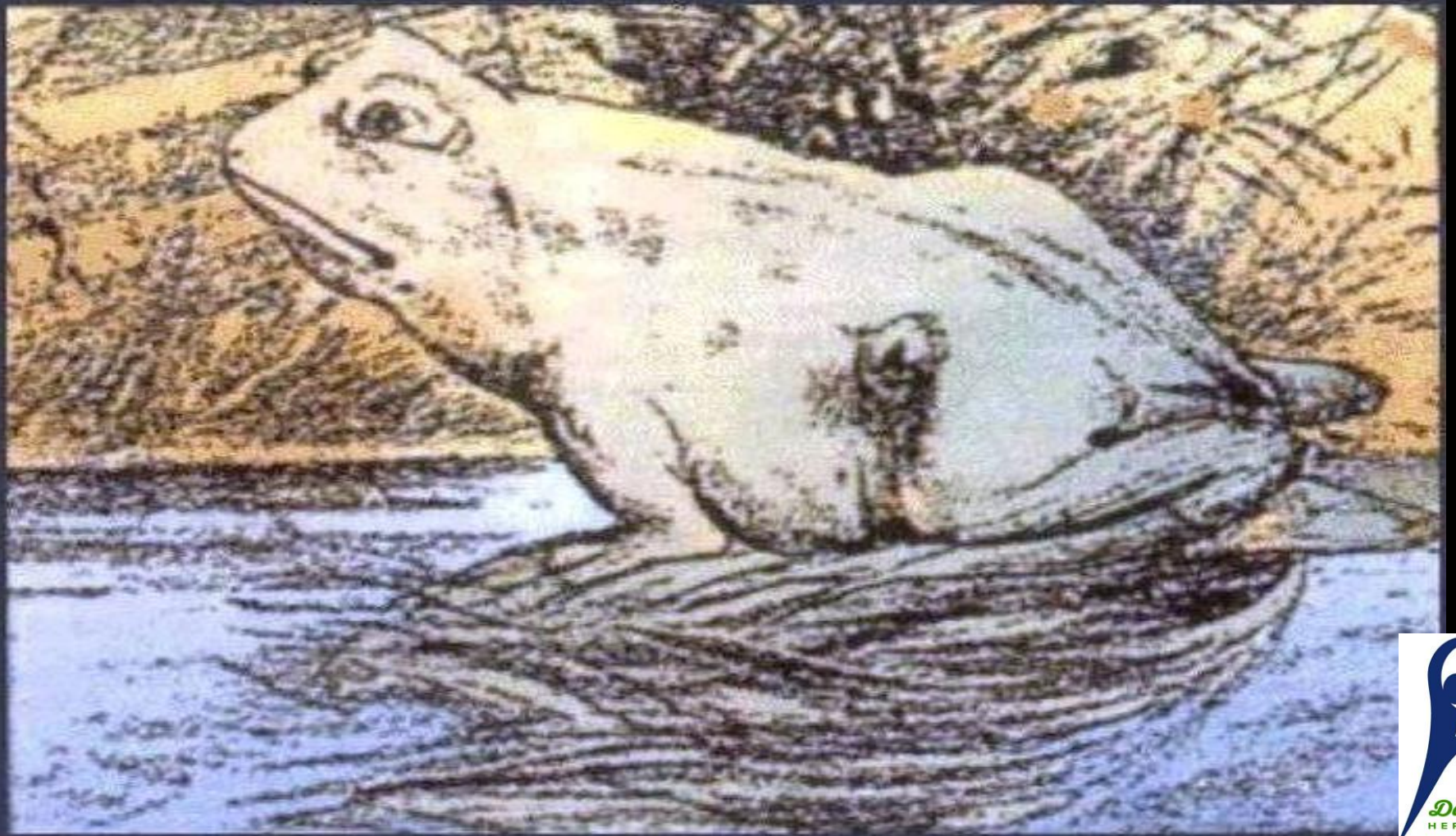
Feeling



Result

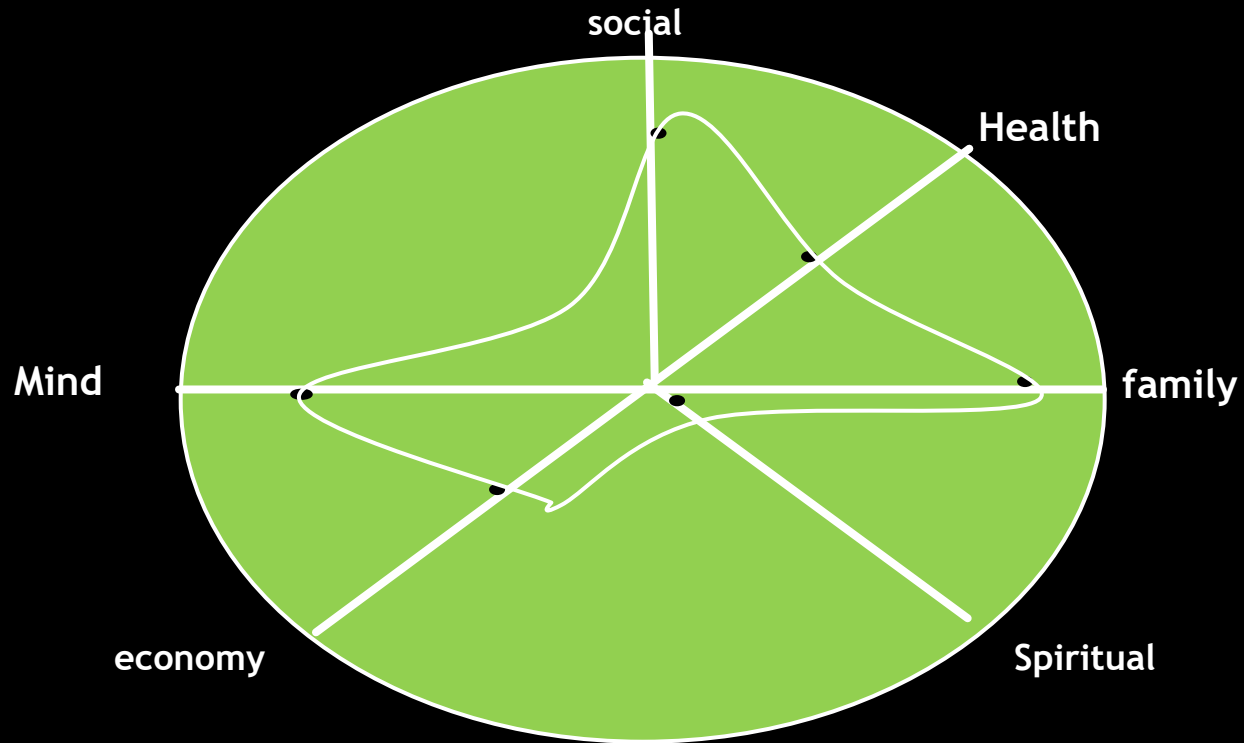
Bondage



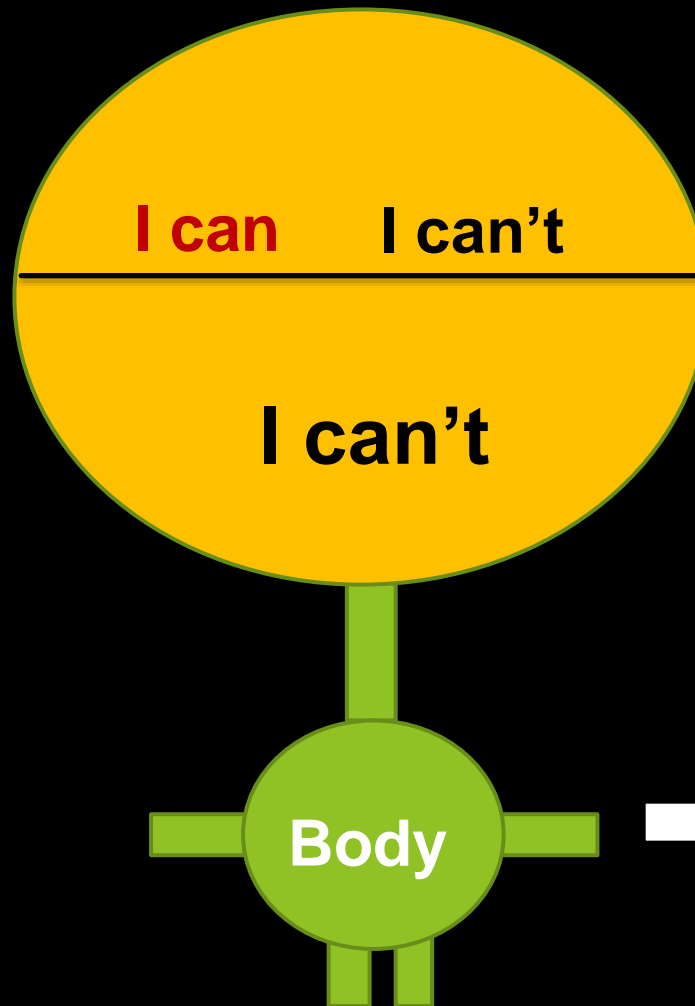




Do you want a Successful life

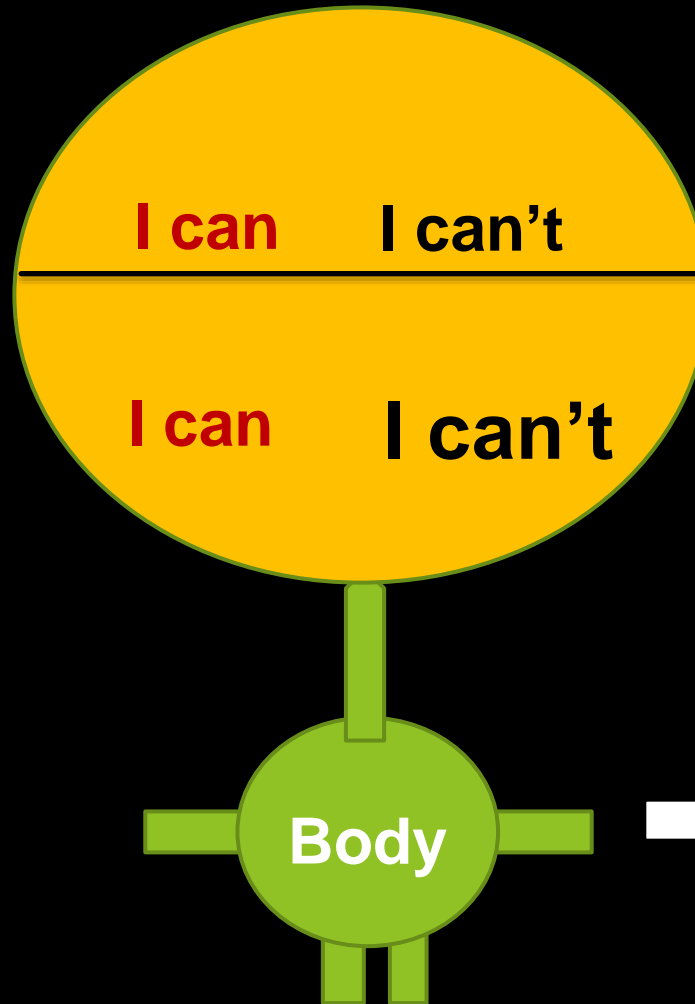


Reason



Conflict

New

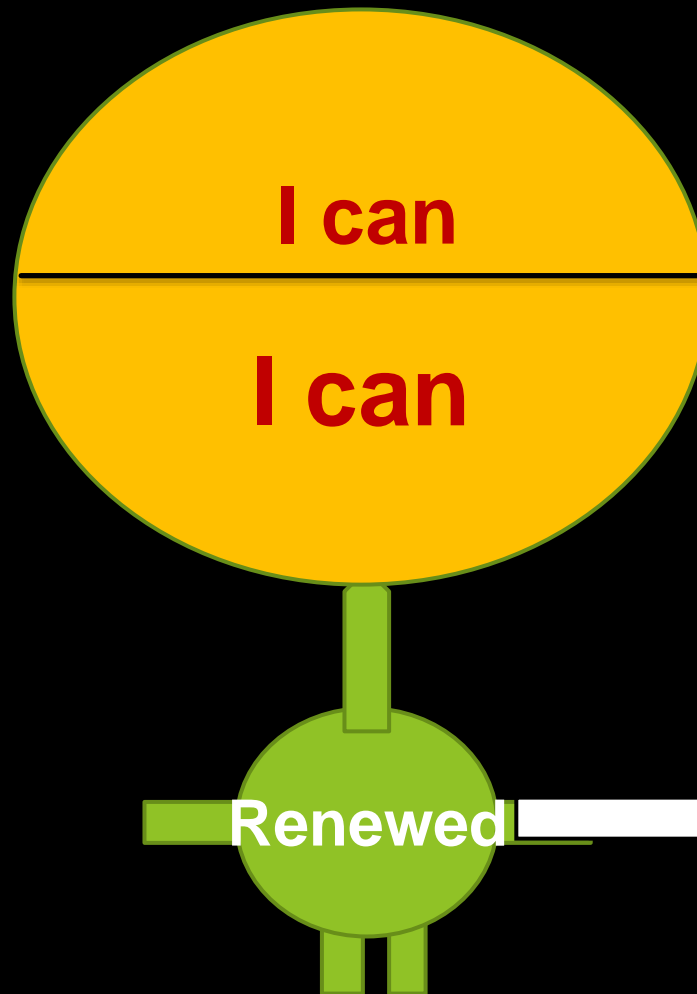


Result

The power of Affirmation

- Think repeatedly
- Write repeatedly
- Read repeatedly
- Speaking repeatedly
- Imagination repeatedly

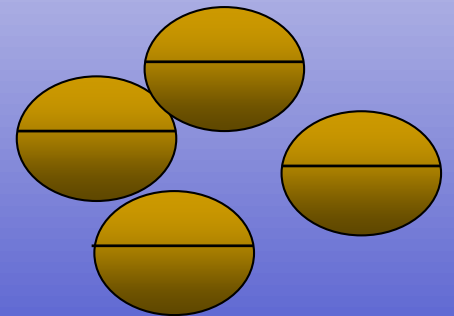
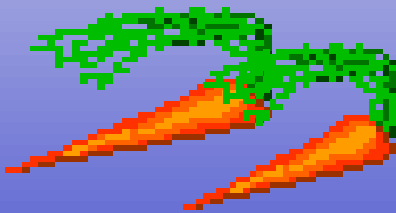
Freedom



Success



THE CARROT, THE EGG AND THE COFFEE BEAN





Put three pots of water over the fire.



In the first pot, put some carrots.



In the second pot, put some eggs.



In the third pot, put some coffee beans that have been grounded into coffee powder.



Boil all three pots for 15 minutes.

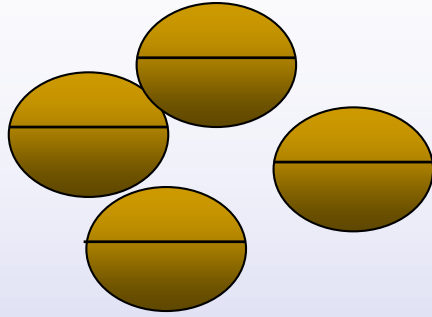
Take out what you put in.



The carrots went in hard.
They are now soft.



The eggs went in soft inside.
Now they are hard inside.



The coffee powder has disappeared.

But the water has the colour and the wonderful smell of coffee.



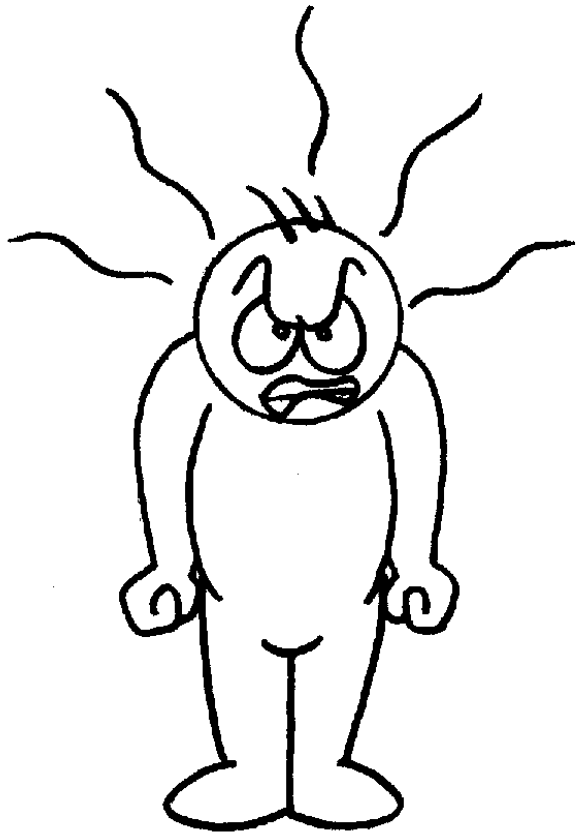
Now think about life.

Life is not always easy.

Life is not always comfortable.

Sometimes life is very hard.



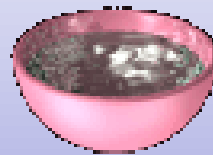


Things don't happen
like we wish.

People don't treat us
like we hope.

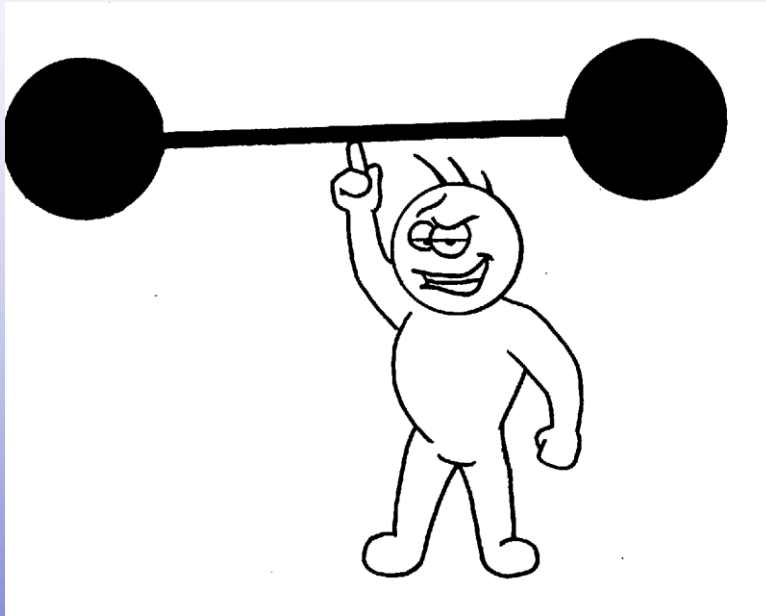
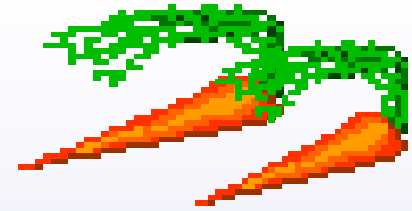
We work very hard but get few results.
What happens when we face **difficulties**?

Now think about the pots.

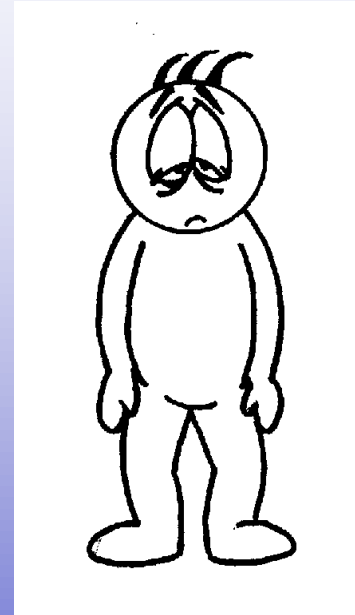


The boiling water is like
the problems of life.

We can be like the carrots.



We go in
tough and strong.



We come out
soft and weak.

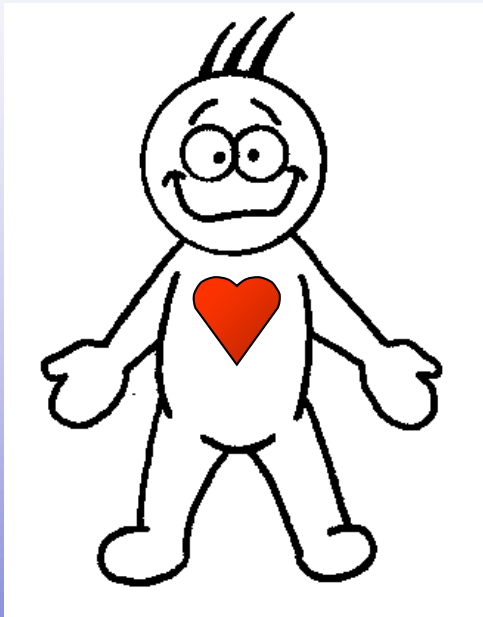
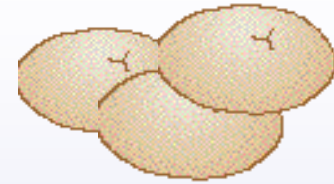
We get very tired.
We lose hope.
We give up.

There is no more
fighting spirit.



Don't be like the carrots!

We can be like the eggs.



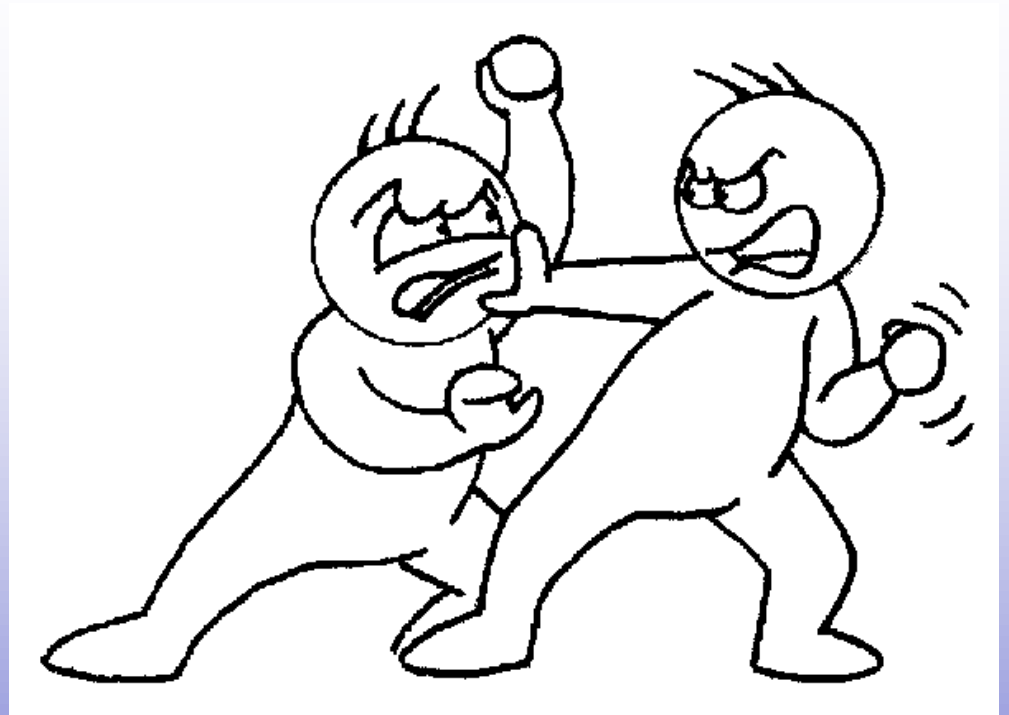
We start with a
soft and
sensitive heart.



We end up very
hard and
unfeeling inside.

We hate others.
We don't like
ourselves.

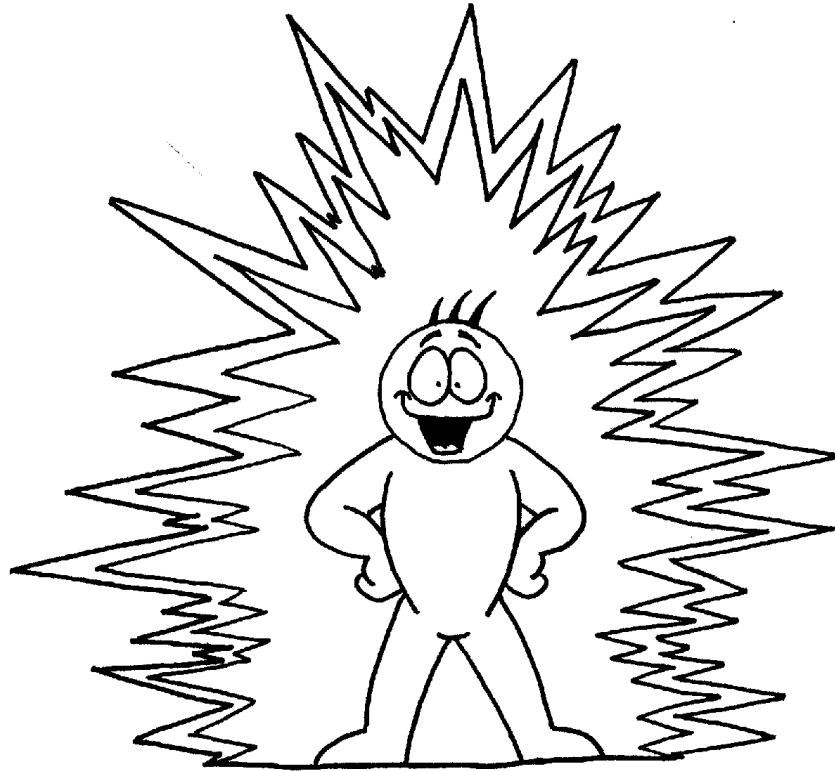
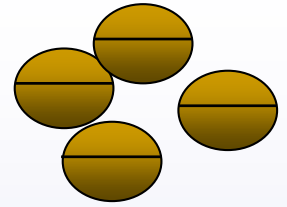
We become
hard-hearted.



There is no warm feeling,
only bitterness.

Don't be like the eggs!

We can be like the coffee beans.



The water does
not change the
coffee powder.

The coffee
powder changes
the water!

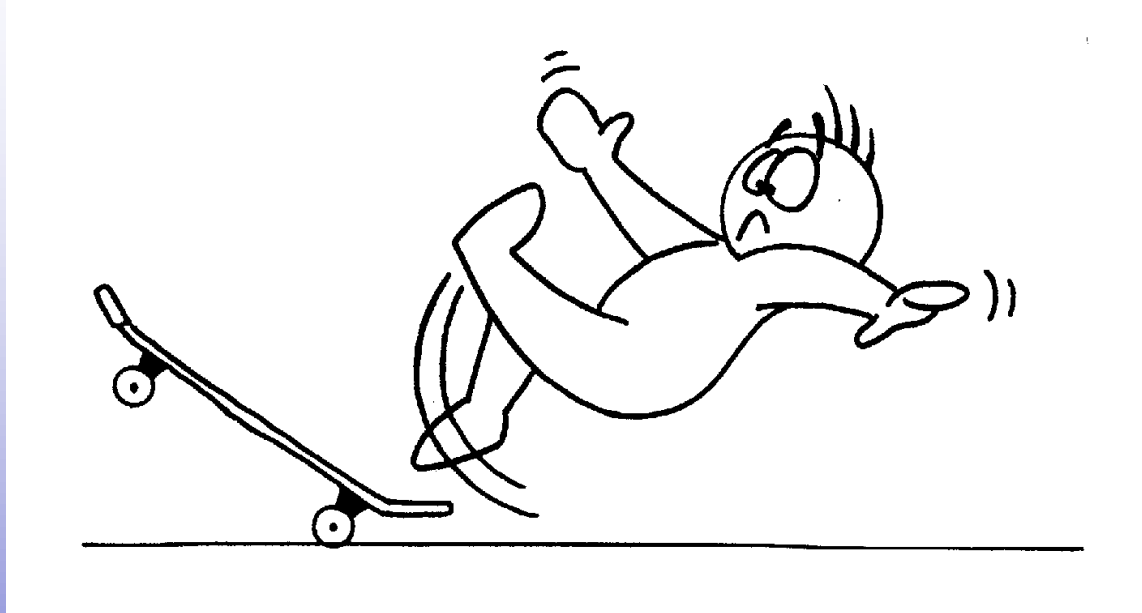
The water has become different because of the coffee powder.

See it.
Smell it.
Drink it.



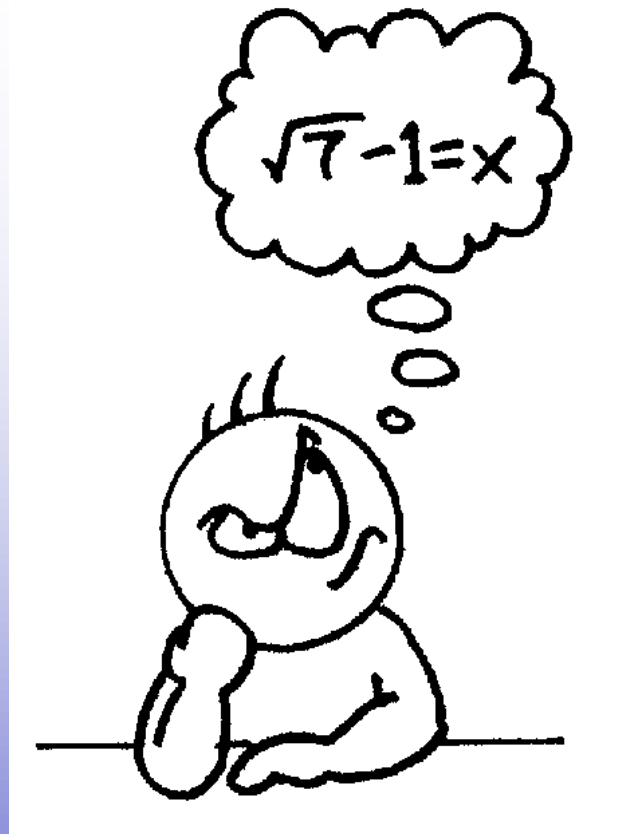
The **hotter** the water, the **better** the taste.

We can be like the coffee beans.

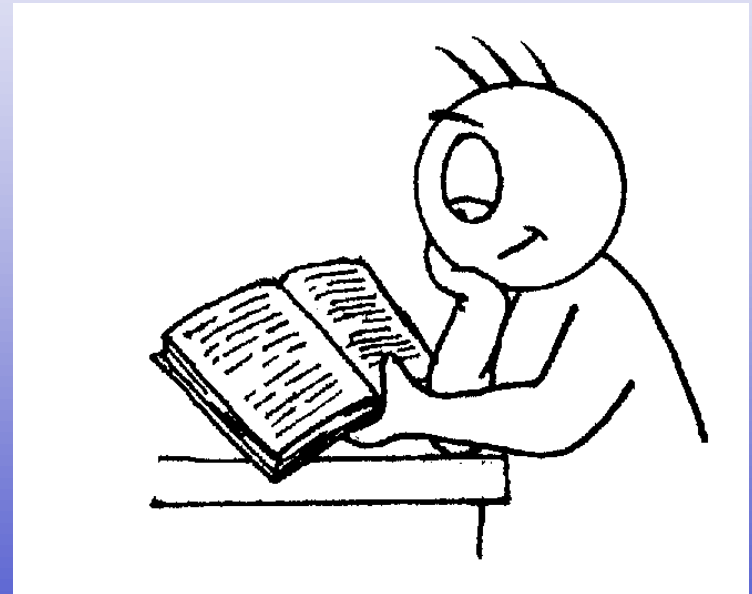


We make something good from the difficulties we face.

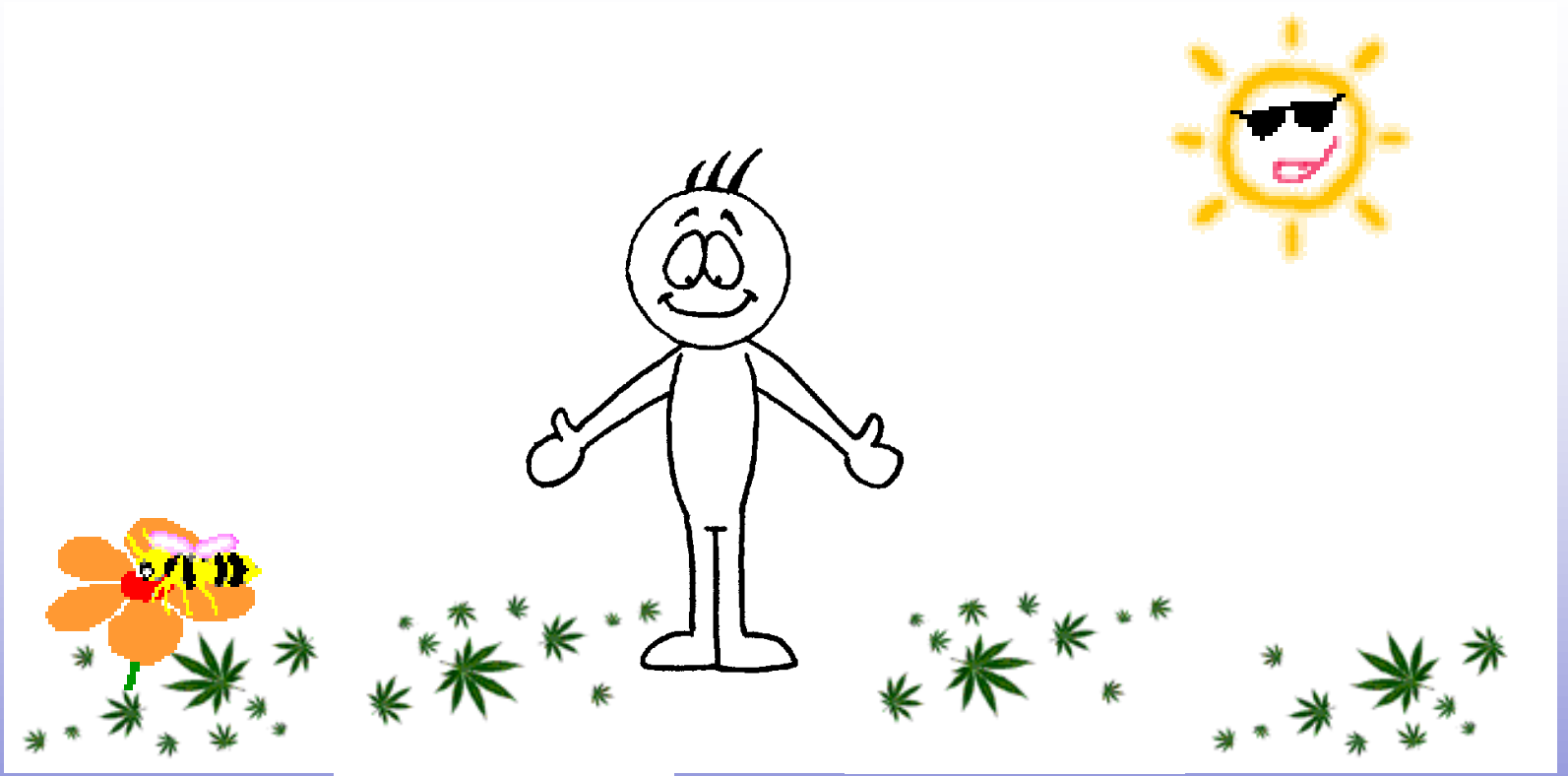
We learn new things.



We have new knowledge,
new skills, new abilities.

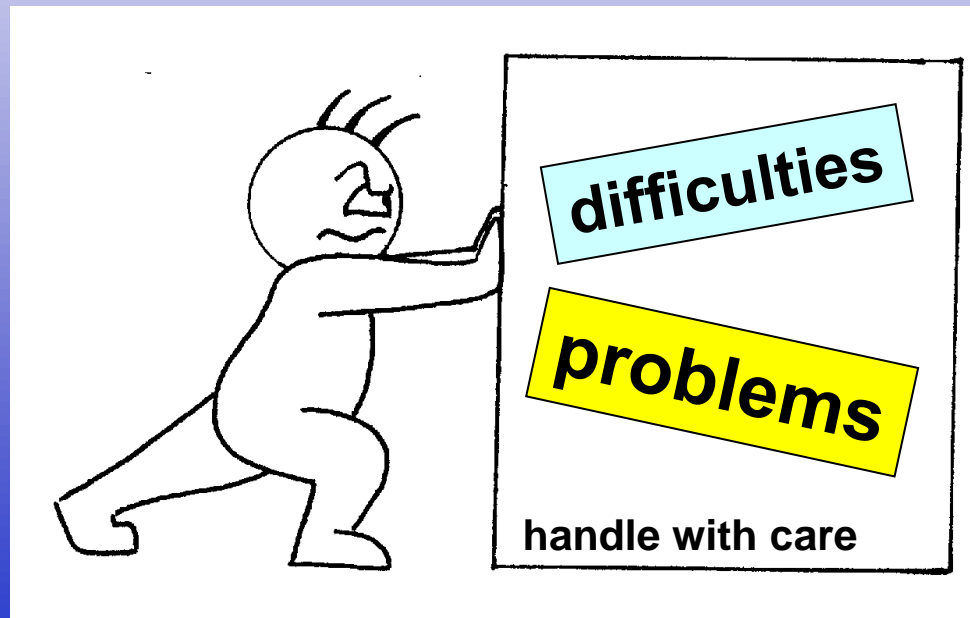


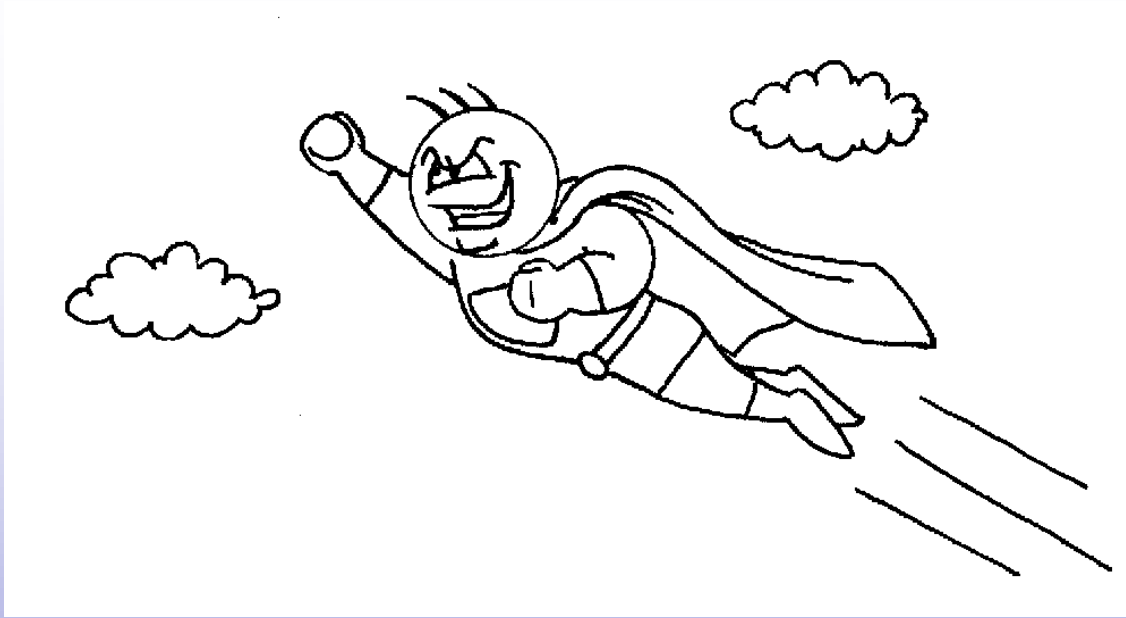
We grow in experience.



We make the world around us better.

To succeed, we must try... and try again.
We must believe in what we are doing.
We must not give up.
We must be patient.
We must keep pushing.

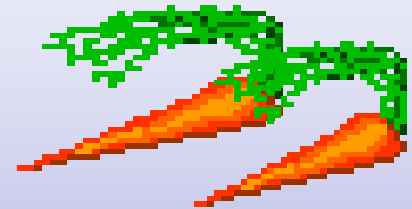




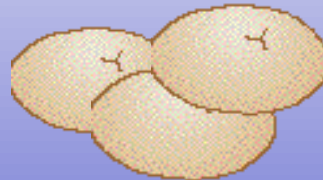
Problems and difficulties give us the chance to become **stronger...** and **better...** and **tougher.**

What are we like when things
do not go well?

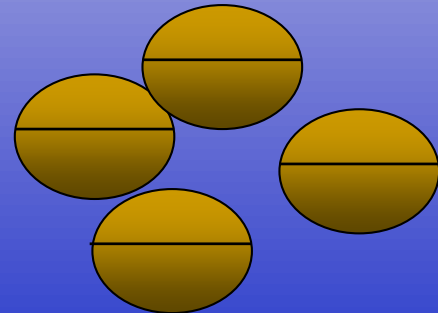
Are we like the carrot...



or the egg...



or the coffee bean?





Be like the coffee bean!



The Story of the Majestic Eagle



The **eagle** has the longest life-span
of its type

It can live up to **70 Years**
But to reach this age,
the eagle must make a **hard decision.**



In its' Thirties ...



Its' long
and
flexible
talons can
no longer
grab prey
which
serves as
food.

Its' long and sharp beak becomes
bent.



Its' **old-aged** and **heavy wings**,
due to their thick feathers,
become stuck to its' chest and
make it **difficult to fly**.



Then, the **eagle** is
left with only two
options -

DIE or go through a
painful process of change
which lasts **60 DAYS**.



The process
requires that the
eagle fly
to a mountain top
and sit on its'
nest.





There
the **eagle**
knocks
its' beak
against a
rock until
it plucks
it out.



After plucking it out, the eagle will wait for a new beak to grow back and then it will pluck out its' talons.

When its' new
talons grow
back, the eagle
starts plucking
its' old-aged
feathers.



And after **five months**, the eagle
takes its' famous flight of rebirth and
lives for ...

**30 more
years**



WHY IS CHANGE NEEDED?

Many times, in
order to survive
we have to
start a change
process.



We sometimes need
to **get rid of** old memories,
habits and other past
traditions.



Only freed from past
burdens,
can we take advantage of
the present.

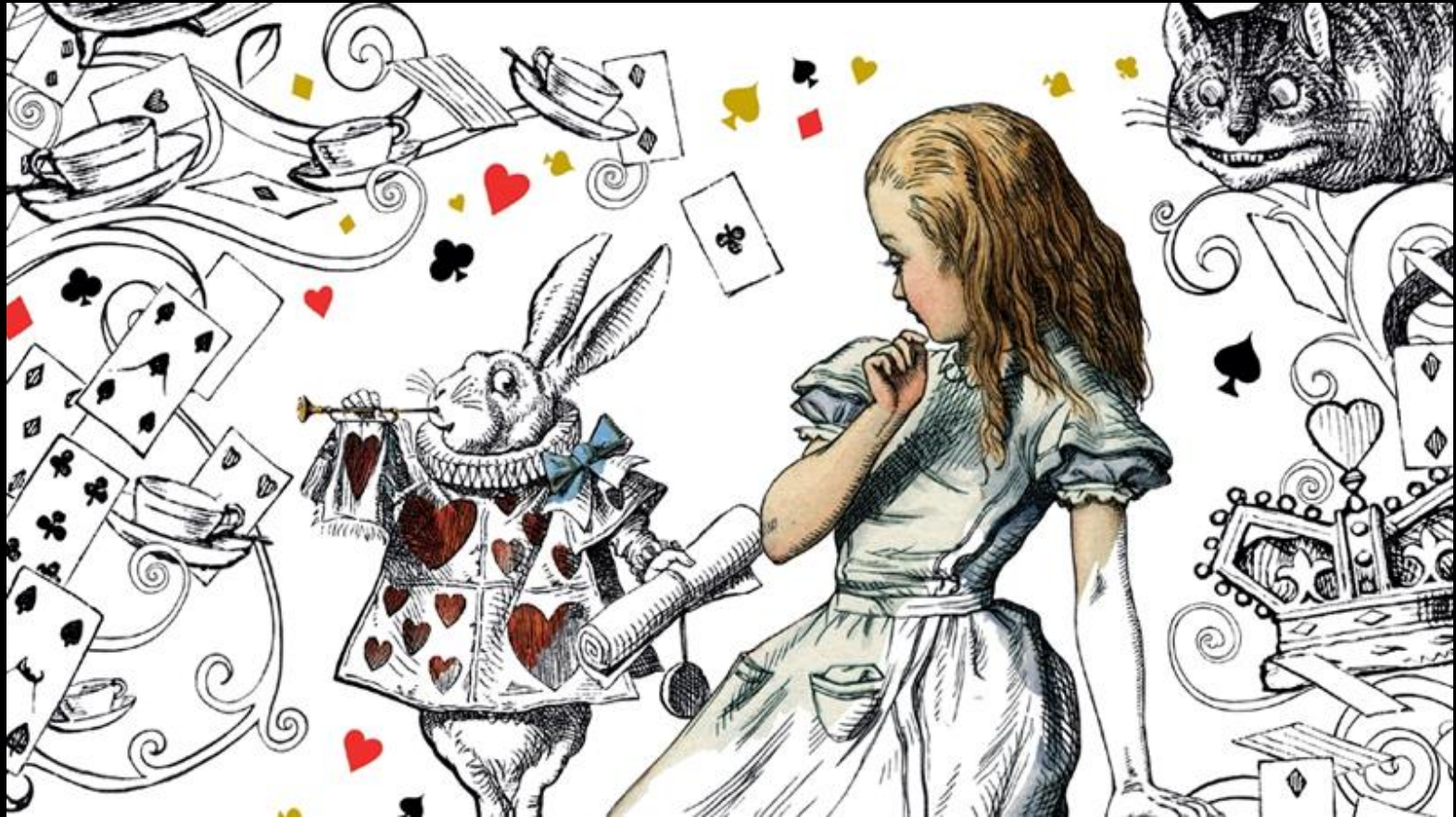




Entrepreneurial Mind Set: The Power of Goal Setting



Alice in wonderland



Goal Setting

For Dream Realization!



Find a target Before Shooting

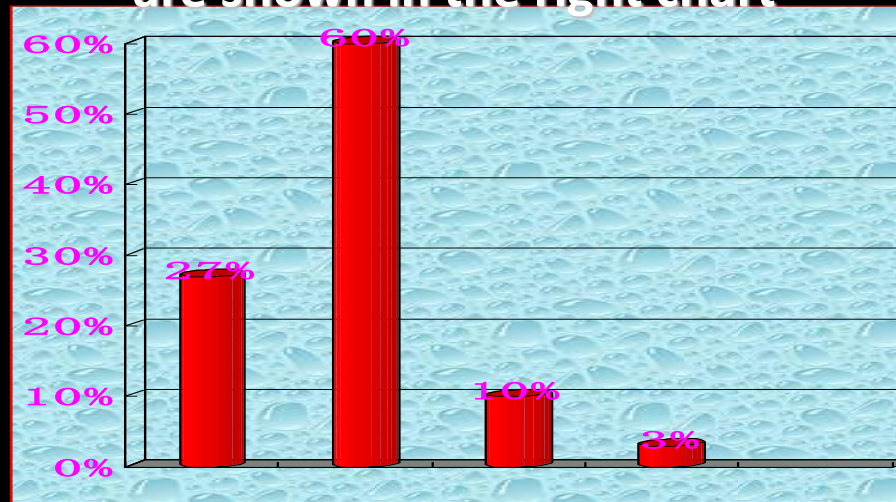


Set Your goal

The goal is the destination we head to, it determines the direction of our efforts. Only with a clear goal, can we aim directly at the bull's eye, and act!



Harvard University once conducted a follow-up investigation on a group of youth with similar intellectual, academic and living background. The results are shown in the right chart



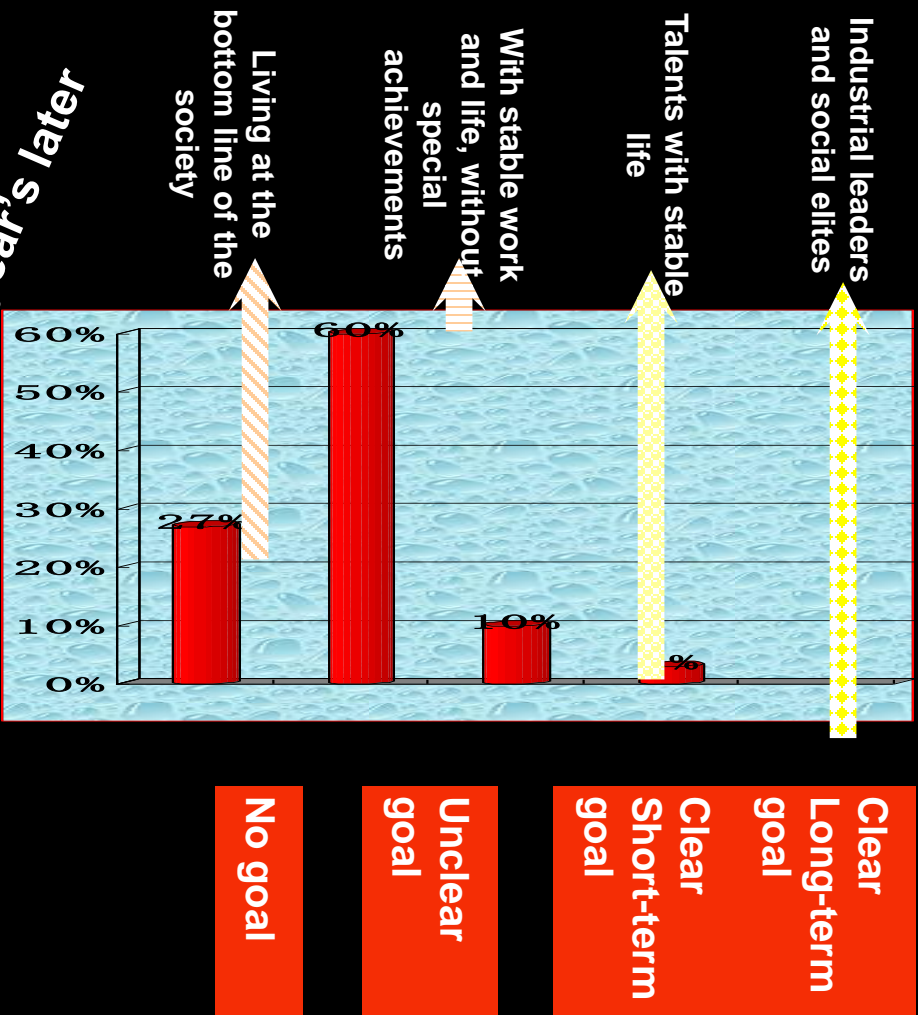
No goal

Unclear
goals

Clear Short-
term goal

Clear Long-
term goal

The investigation results of 10 year's later



WHY GOALS?



The Importance of goal

- 1. Focus**
- 2. Measure Progress**
- 3. Persistence**
- 4. Overcome laziness**
- 5. Motivation**

WHEN SETTING GOALS?



- I. Personally meaningful and challenging.
- II. Articulates clear and specific long-term goals.
- III. measurable short-term objectives.

REMEMBER A TIME WHEN YOU SET A GOAL

WHAT WAS
THE
RESULT?



If you do not have your own plan for the future, you will become a pawn in someone else's plan



Why do people do not set Goals?

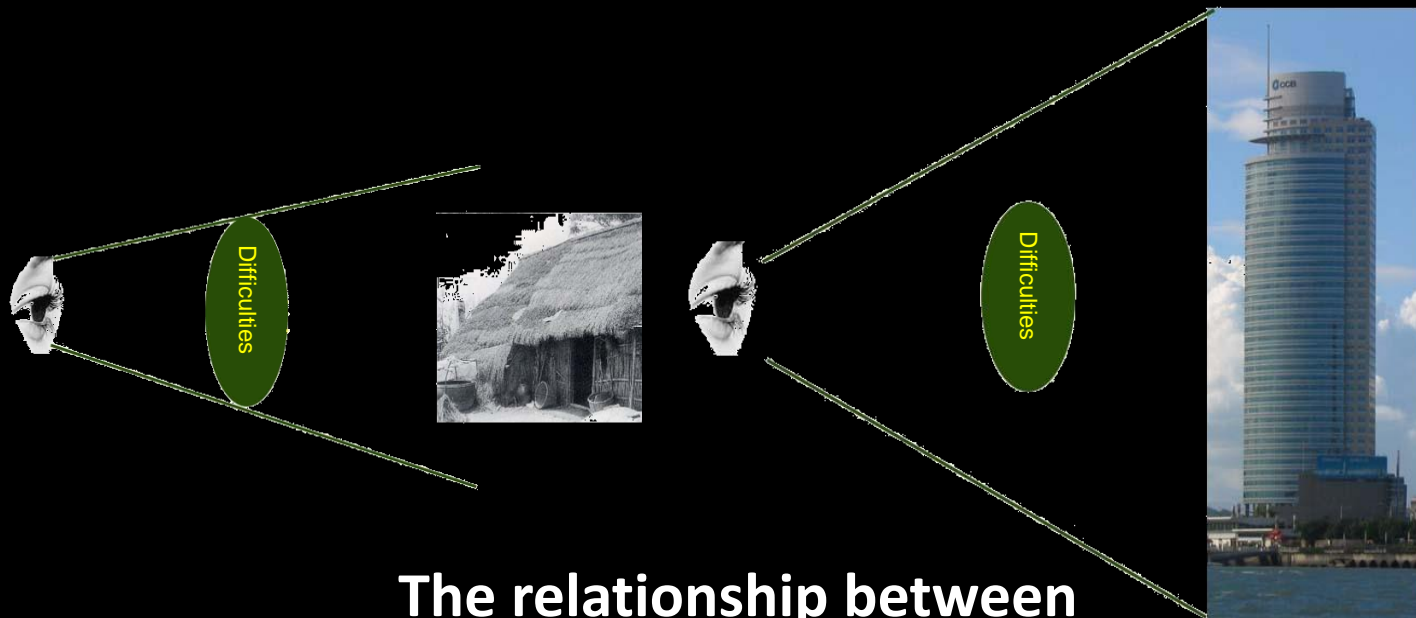


How to Set Your goals?



Set Bigger goal, Dream Bigger

Dream is the prerequisite of success



The relationship between
dream and difficulties

Clarify your goal

Engrave your goal on the steel plate rather than in the sand



1. The goal must be **Specific**
2. The goal must be **Measurable**
3. The goal must be **Attainable**
4. The goal must be **Reasonable**
5. The goal must be assigned with a completion **Time**

MY LIFE MOVIE



Set Different goals Together

- **Long-term goal**
- **Mid-term goal**
- **Short-term goal**

Long-Term goal: 3-10 Years

**Your dream for starting a
business
your life style
your influence on others**

Mid-Term goal: 1-3 Years

Short-Term goal: within 1 year

4 quarters in a year

3 months in a quarter

3 ten-day periods in a month

How to realize your goal

Set your goal for life

Formulate your plan

**Find an instructor and learn
from him**

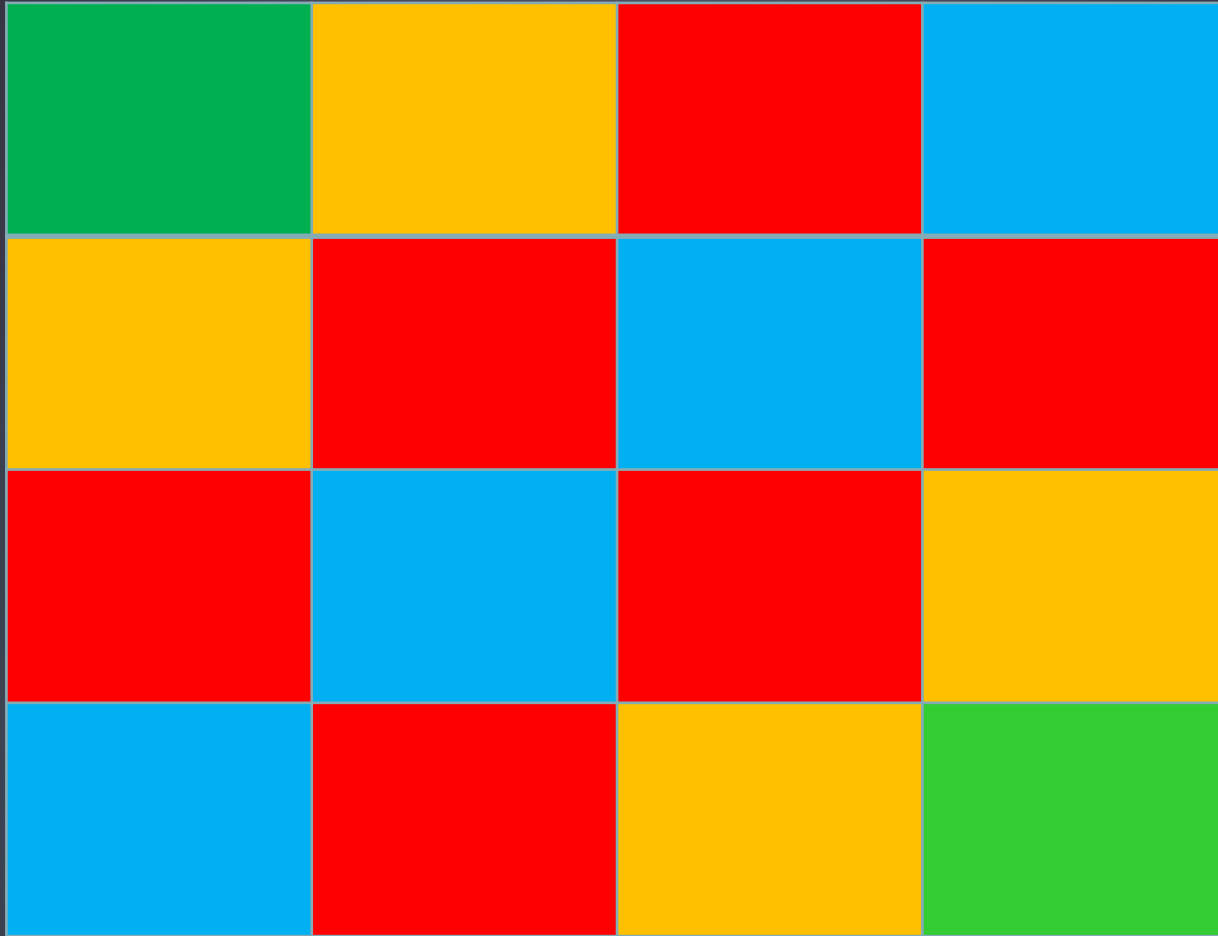
**Set Your goals and You will
Realize Your Dream**



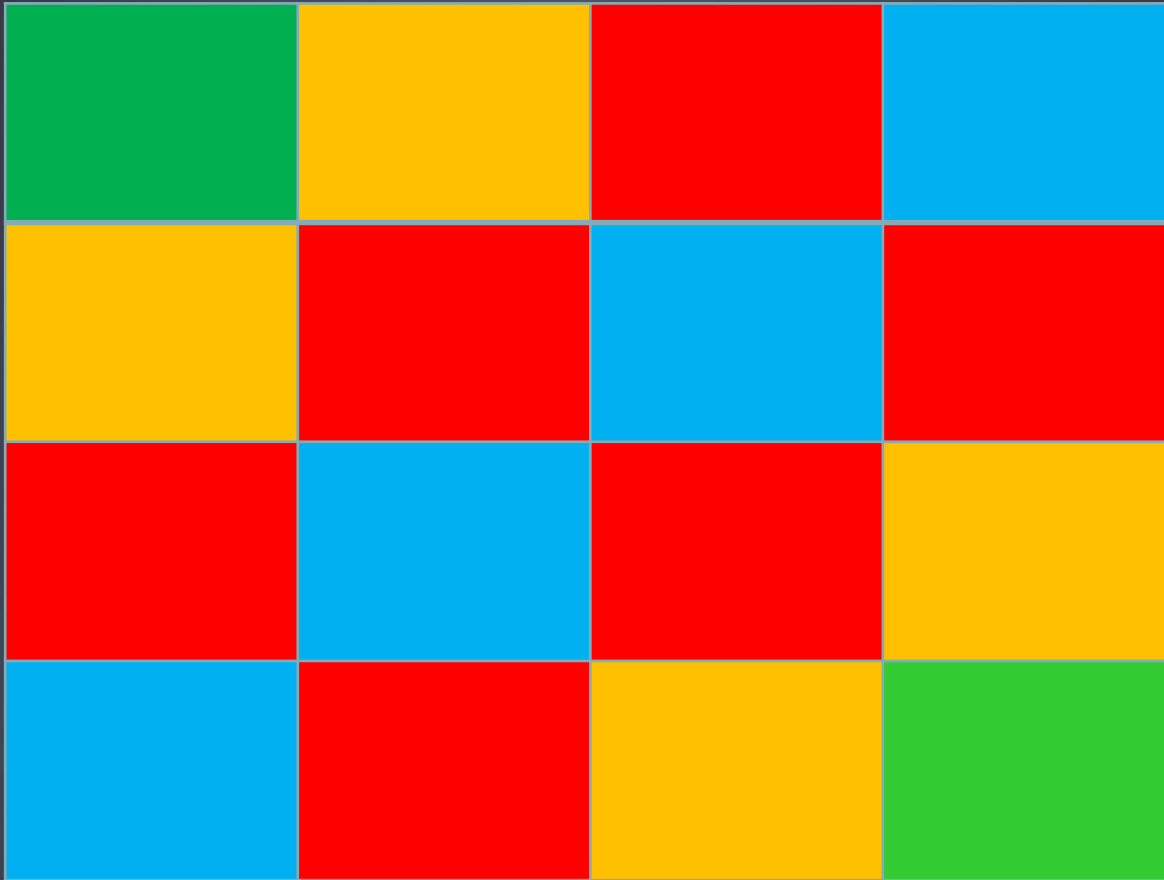


OPPORTUNITY SEEKING AND INITIATIVENESS

How many squares can you see?



How many squares are there ?

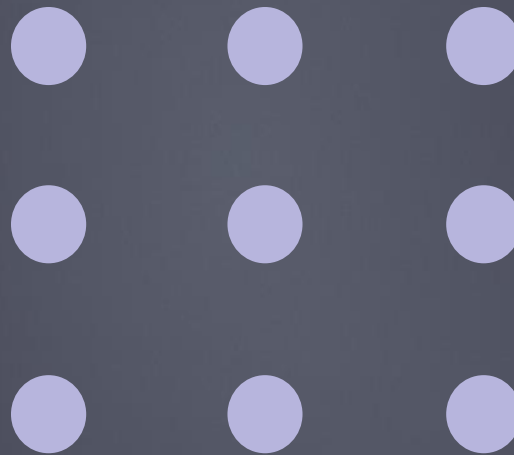


Opportunity seeking and Initiative

What is Opportunity?

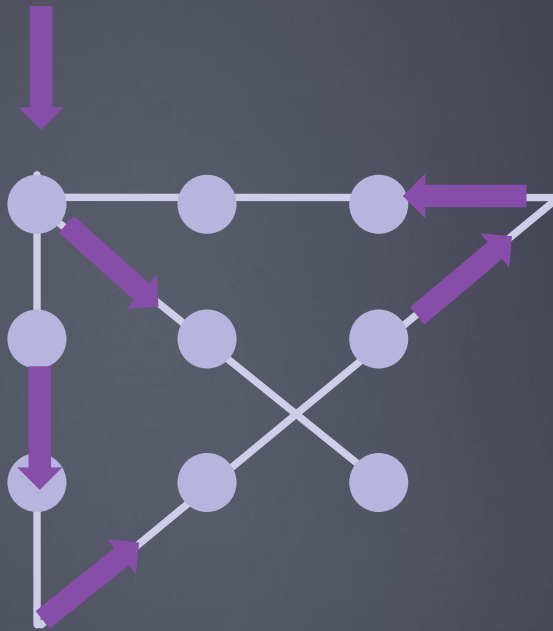
- ▶ An opportunity is a favorable set of circumstances that creates a need for a new product, service or business.
- ▶ Opportunity includes access to credit, working premises, education, trainings etc.
- ▶ An entrepreneur always seeks out, identify, screen and evaluate opportunities, and take the initiative to make them come true.
- ▶ Opportunity Seeking and Initiatives are PECs that allows the entrepreneurs to make their ideas become real businesses.

Think outside the box I: The NINE DOTS



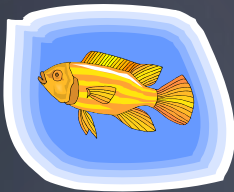
Opportunity Seeking (Cont'd)

NINE DOTS

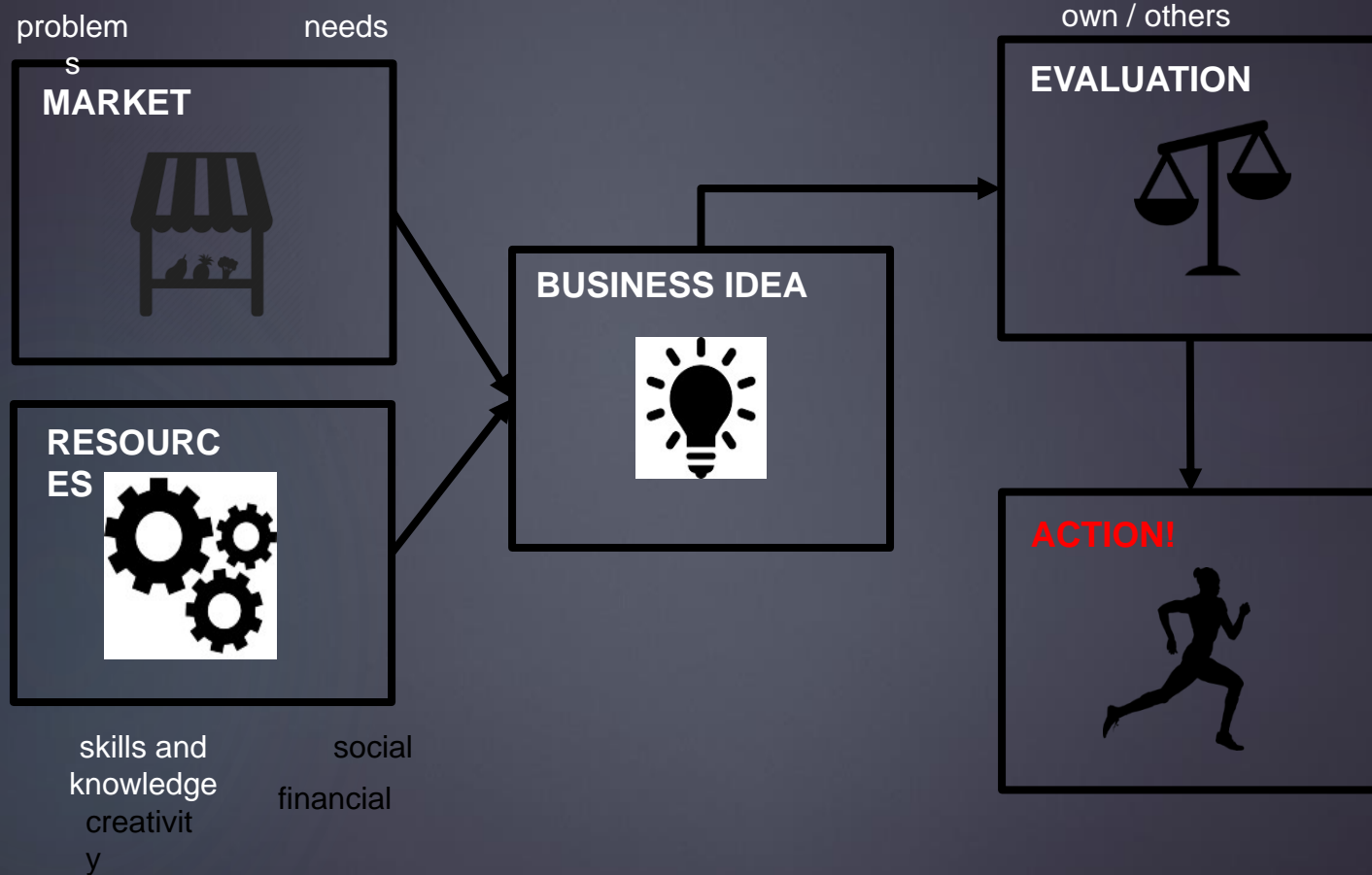


Think outside the box II:

- ▶ To avoid the obvious, you can combine different ideas!
- ▶ Instruction: Work in teams of two and choose two of these objects. Create a new product or service by combining the two objects. Try to make the product or service **as unique as possible!**
- ▶ Advanced: Can you even combine three different objects to create a new product or service?



Process of opportunity identification



Entrepreneurial Behaviors of Opportunity Seeking and Initiatives PECs:-

- Does things before being asked or forced to by events.
- Takes action to extend the business into new areas, products or services.
- Seizes unusual opportunities to start a new business, obtain financing, equipment, land, work space or assistance.



Quotes:

To stay ahead, you must have your next idea waiting in the wings.

Rosabeth Moss Kanter

Opportunities are like sunrises. If you wait too long, you miss them.

William Arthur Ward



THE STORY OF HAFIZ: ACRES OF DIAMOND

TEAMWORK





CHARACTERISTICS OF EFFECTIVE TEAM

- ✓ **Common goal**
- ✓ **Diverse individuals**
- ✓ **Enjoy working together**
- ✓ **Loyalty**
- ✓ **Team spirit and team moral**



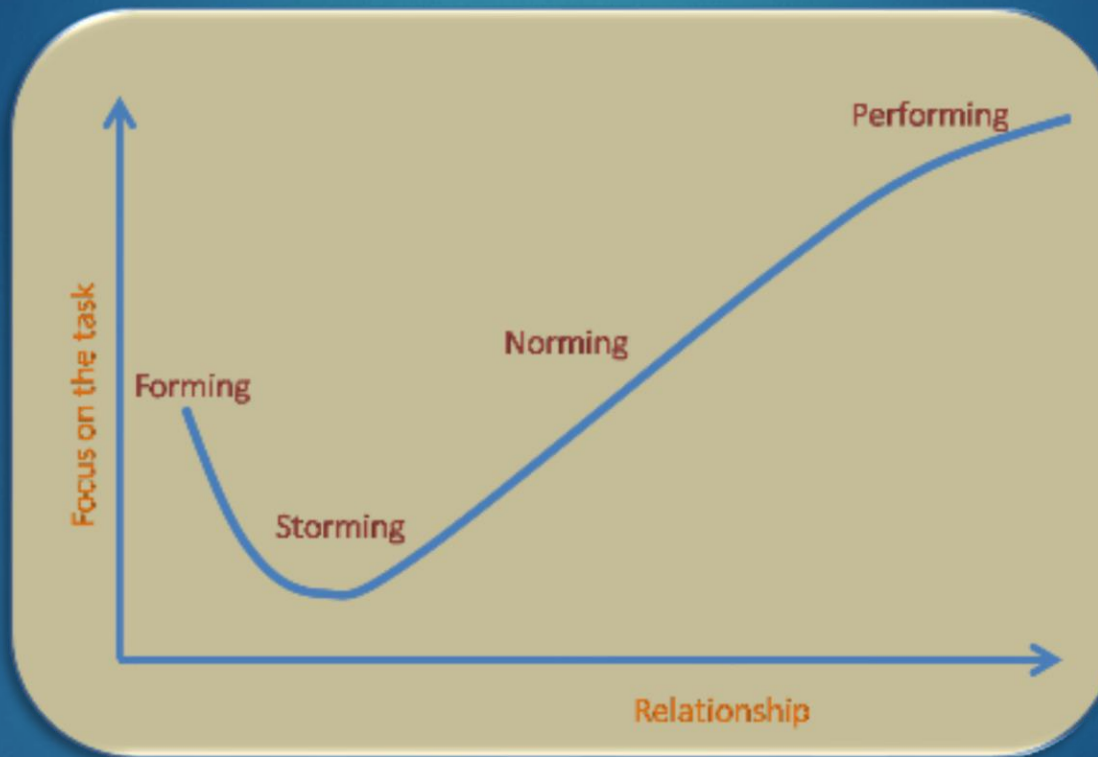


Is Teamwork Important?

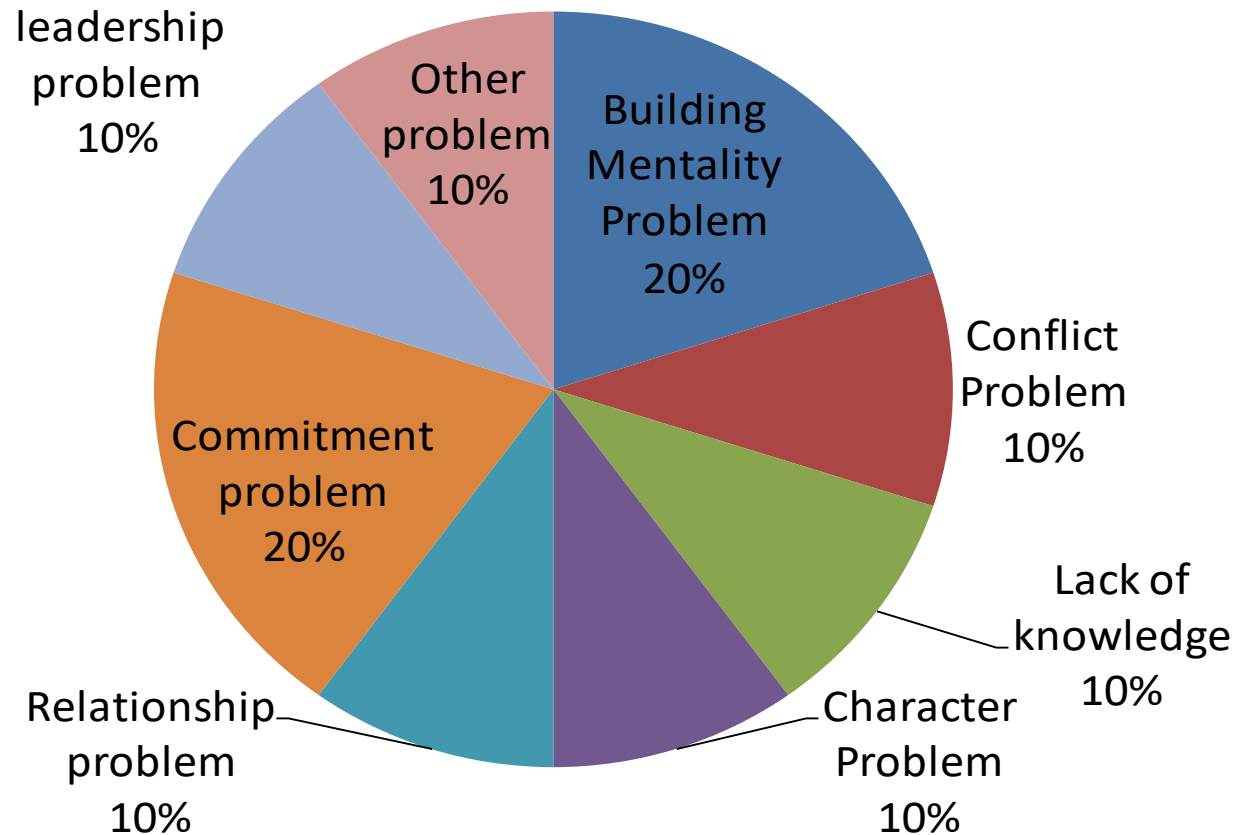


Synergy:

Team stages



Challenges



PROPER PLANNING

*How do you understand
Planning?*

**“Plan ahead: it wasn’t raining
when Noah built the ark.” -
Richard Cushing**

What is Planning?

- ▶ Planning is making a decision about the future in terms of resources.
- ▶ A plan clarifies the opportunity; it also explains how to take advantage of it; it is a valuable guide; it decreases risks; and it is a means of communication.
- ▶ An effective entrepreneur therefore usually plans his/her activities and accounts as best as they can for unexpected eventualities.

Planning...

answers six basic questions in regard to any intended activity:

- ❖ What (the goal or goals).
- ❖ When (the time frame in which it will be accomplished)
- ❖ Where (the place to implement the plan).
- ❖ Who (which people will perform the tasks).
- ❖ How (the specific steps or methods to reach the goals).
- ❖ How much (resources necessary to reach the goals).

Planning: -

- ▶ Consider what you need to reach the goal (material, money, time etc.) and where do you get this from
- ▶ Write down actions → develop plan of action
- ▶ Monitor the progress

Planning: -

- ▶ Consider what you need to reach the goal (material, money, time etc.) and where do you get this from
- ▶ Write down actions → develop plan of action
- ▶ Monitor the progress

Planning...

- ▶ Plans by breaking large tasks down into sub-tasks with clear time-frames.
- ▶ Revises plans in light of feedback on performance or changing circumstances.
- ▶ Keeps financial records and uses them to make decisions



Quotes:

A goal without a plan is just a wish.

Antoine de Saint

By failing to prepare, you are preparing to fail.

Benjamin Franklin

If we could first know where we are, and whither we are tending, we could better judge what to do, and how to do it.

Abraham Lincoln

Exercise: From a Goal to a Plan


- ▶ Setting goals for the business (*remember Good goal Setting*)
- ▶ Gathering information to reach the goal
- ▶ Planning actions towards the goal
- ▶ Developing a weekly plan of next steps



Persistence & Commitment

WINNERS NEVER QUIT & QUITTERS NEVER WIN

Persist in your thought

H = Have
O  = Only
P = Positive
E = Expectations

Persist in your thought

***Thoughts
Become
Things.....***

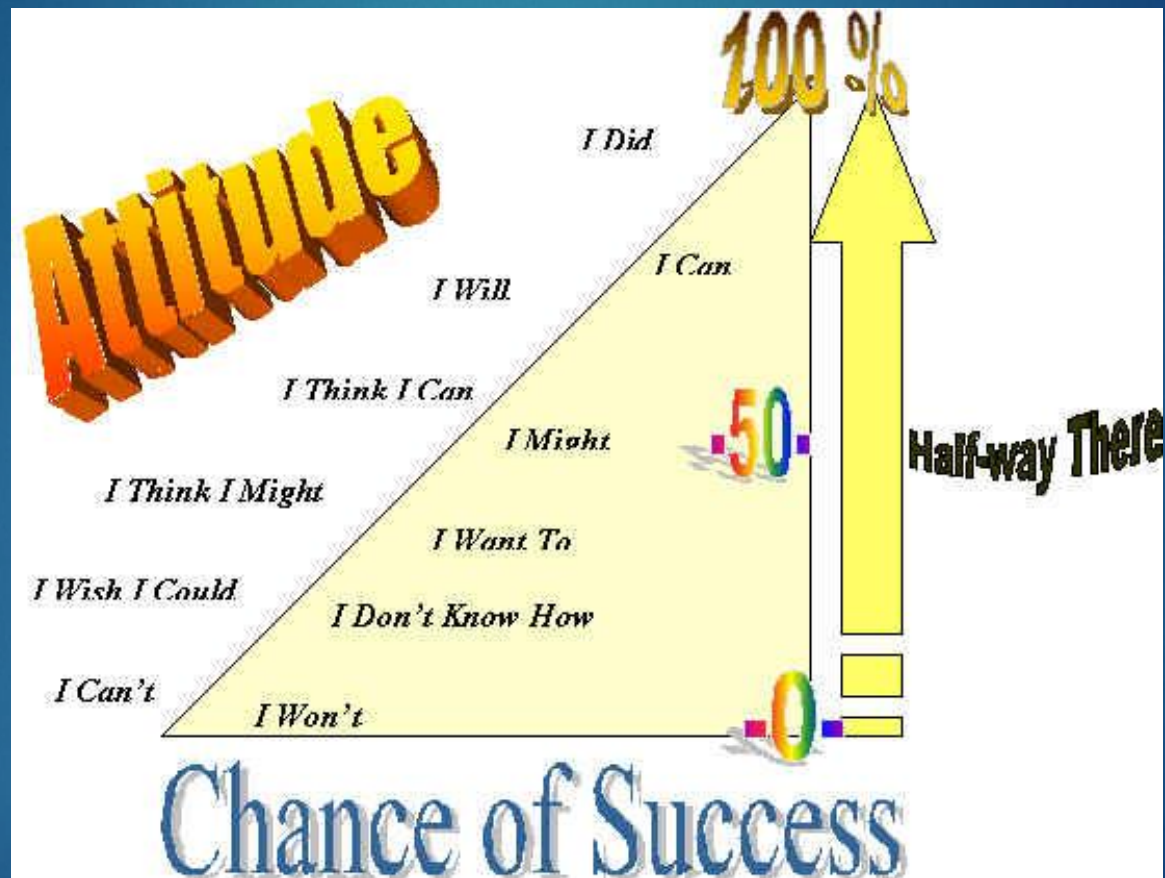
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Use the Law of Attraction to create the life you desire.

Persist in your thought



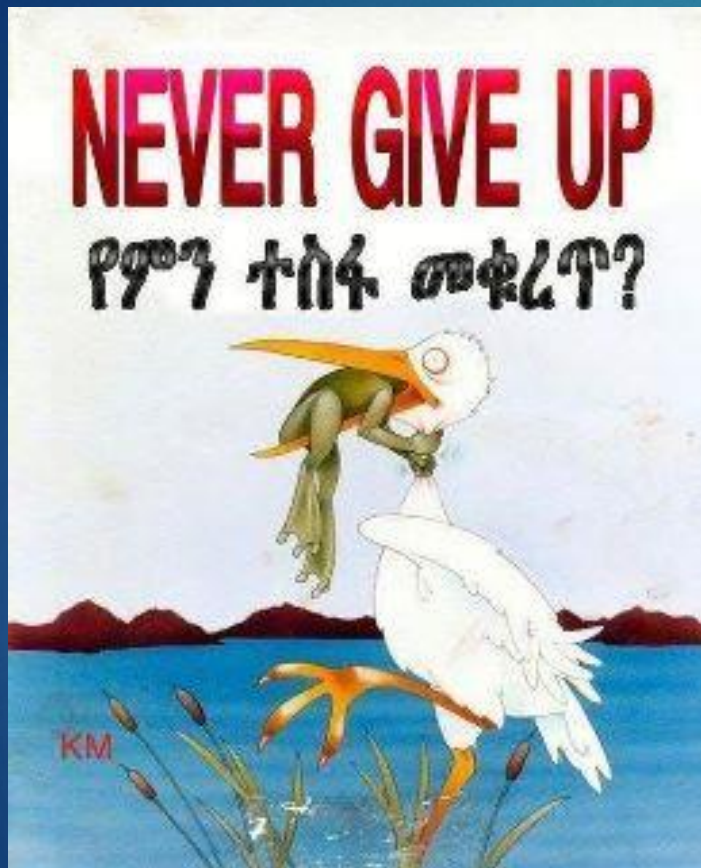
Persist in holding positive attitude





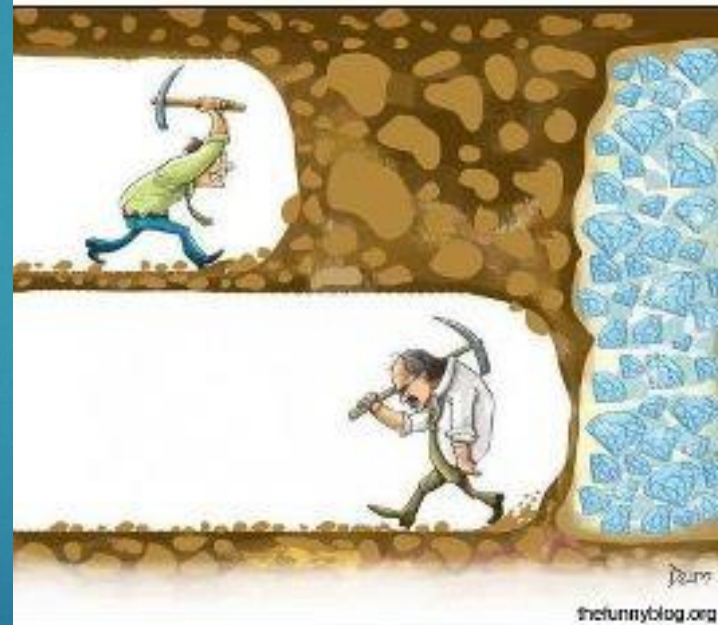
Good beginning doesn't show
persistence but
regular continuous long time activity
does.

It is easy to quit!



Never, never, never give up!

It happens that you can not see how close you are to your goals...



A little consistent daily growth

“Rain puts a hole in stone because of its constancy, not its force. Just keep knocking on doors until the right one opens”

— H. Joseph Gerber



Is to keep doing till you get your target



PERSISTENCE

Don't give up. Success is closer than you think.

DeMotivationalpics.com

Is required in challenging environment



PERSISTENCE

Challenges are what make life interesting;
overcoming them is what makes life meaning full.


MotivationalTwist.com


Persistence is required to grow



“Success is stumbling from failure to failure with no loss of enthusiasm.”

Winston S. Churchill

- 
- ▶ Takes action when facing significant obstacles and challenges.
 - ▶ Acts repeatedly or switches to alternative strategies to meet a challenge or overcome an obstacle.
 - ▶ Makes a personal sacrifice or expends an extraordinary effort to complete a job.

- 
- ▶ Takes personal responsibility for solving problems that may hinder accomplishing the task under the stated conditions.
 - ▶ Pitches in with employees, or takes their place if needed, to complete a task.
 - ▶ Strives to keep customers satisfied and places long-term good will above short-term gain.



Quote:

A smooth sea never made skillful mariner.

- English proverb

Energy and persistence conquer all things.

- Benjamin

Franklin

**Success is stumbling from failure to failure with
no loss of enthusiasm.**

- Winston S.Churchill

Business Model Design

Topics

1. Introduction to Business Model Design
2. Exercise on Project and target group
3. Preparing Annual Plans

Business Model

Definition

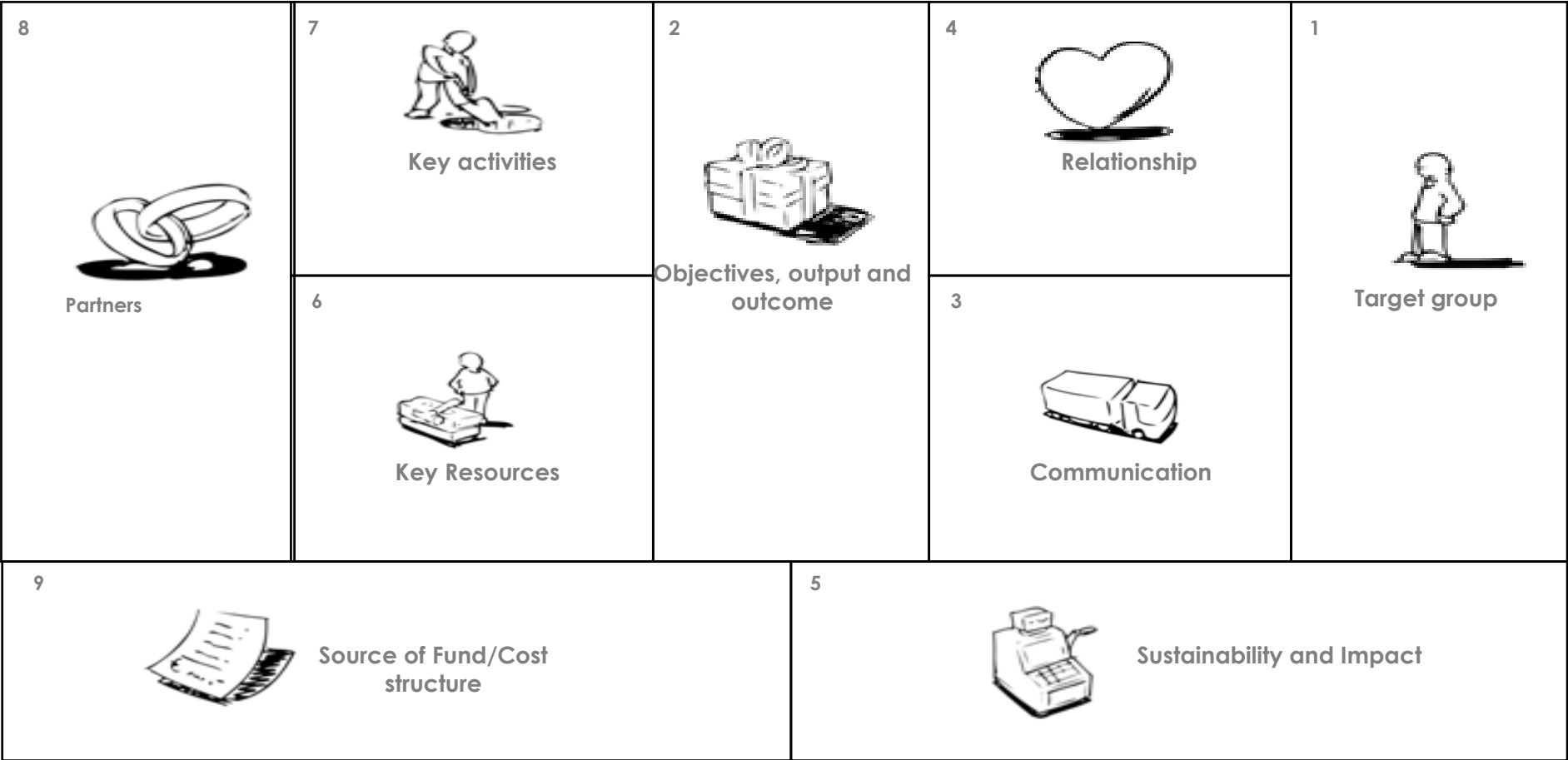
A business model is a plan for the **successful implementation** of a Project to **create sustainability** and **impact** for the **target groups**. It describes the rational of how an organization/project creates, delivers and captures impact and sustainability.

In other words, the business model should define

- How it add value for your Target group.
- It show the communication needed between you and your target group.
- It also identifies the resources needed to support your activities and
- The cost involved in doing so

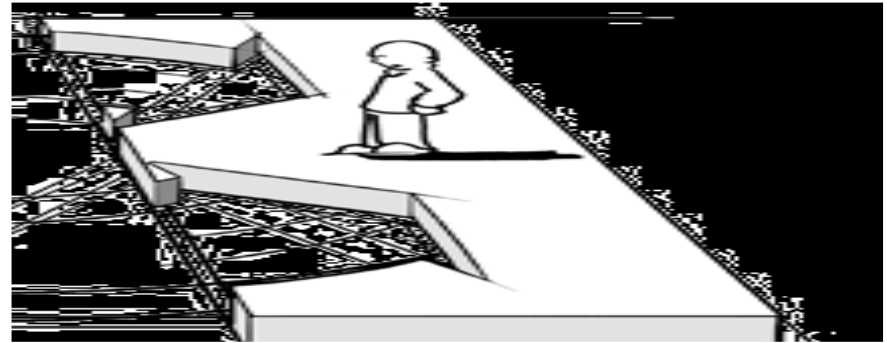
It explains the strategy of the project

Business Model Canvas for project



Target group

Target group comprise the heart of any Project. Without Target group, no project can survive for long.

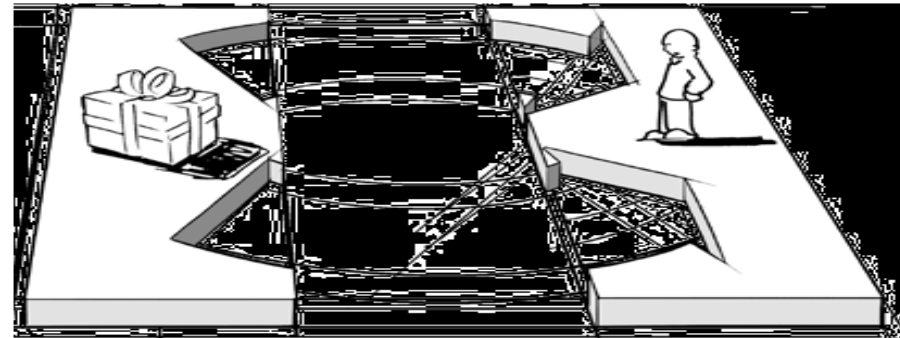


Key questions

- Who are our target groups?
- For whom are we working for?
- are they individuals or groups?
- are they poor or better off?
- How do we identify our Target group?
- Do they really need to be our target group?
- Who involved on the selection?

Objectives, output and outcomes

Objectives solves a target group problem or satisfy a target group need.

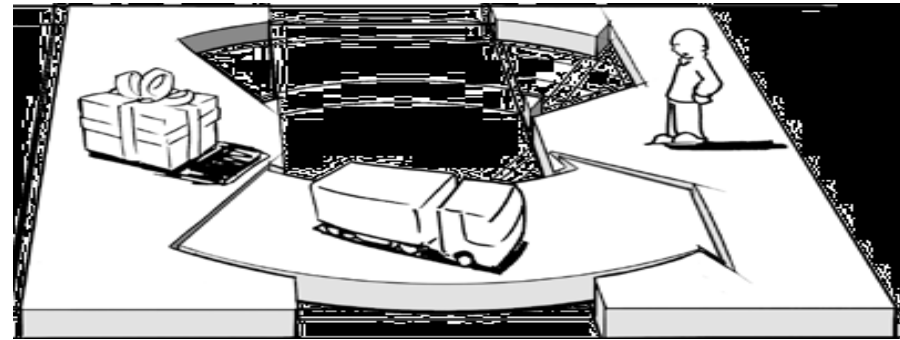


Key questions

- What value do we offer to the target group?
- What bundles of services are we offering to each target group?
- Which target group need is this satisfying?
- What social and environmental value do we offer?
- Which one of the target group problems are we helping to solve?

Communication

The communication describes how the project communicate with and reaches its target group to deliver it's objectives

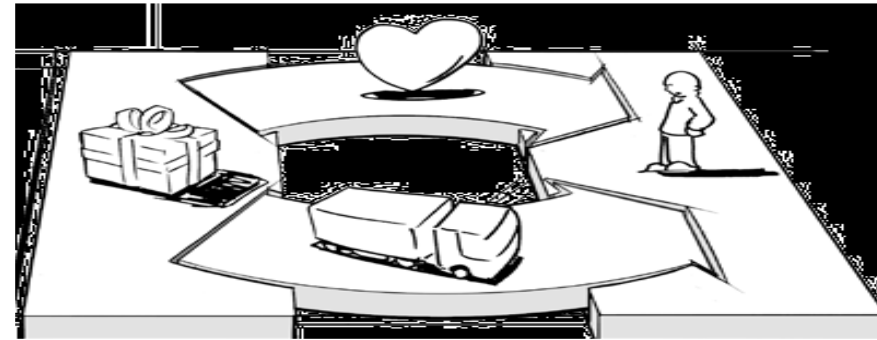


Key Questions

- Through which channels is the project is being implemented?
- Through which channels is the project objectives communicated?
- How are our communication integrated?
- Which ones work best?
- Which ones are most cost-efficient?
- How are we integrating them with the target group?

Project Relationships

The project relationships describes the type of relationships a project establishes with the target group.

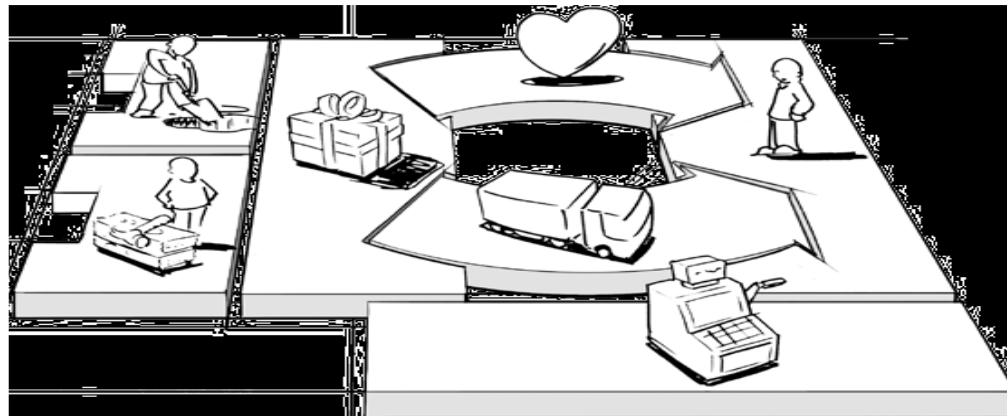


Key Questions

- How do we manage project relations?
- What type of relationship does each of our target group expect us to establish and maintain with them?
- Which ones have we established?

Key Activities

The key activities describes the most important thing to make our project work.

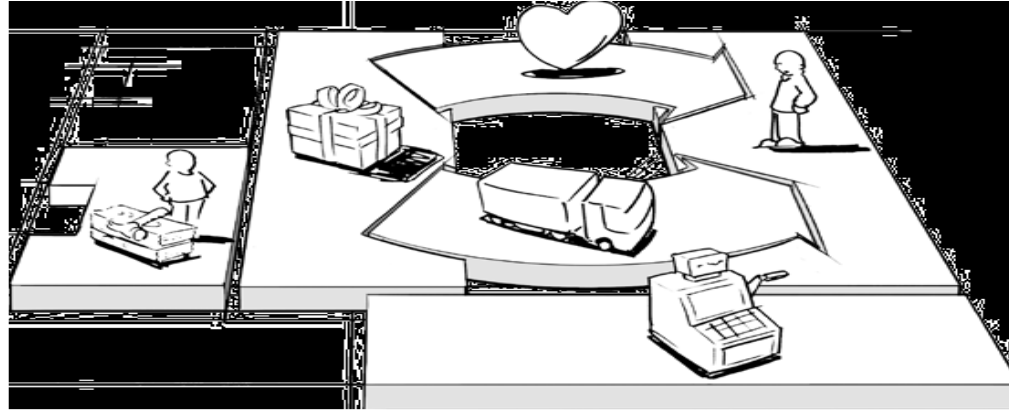


Key Questions

- What key activities are need to sustain our objectives?
- What key activities are need to make the communication works?
- What key activities are need to make our relationships?
- What key activities are need to sustain and impact the target group?

Key resources

The key resources describes the most important assets required to make the project work

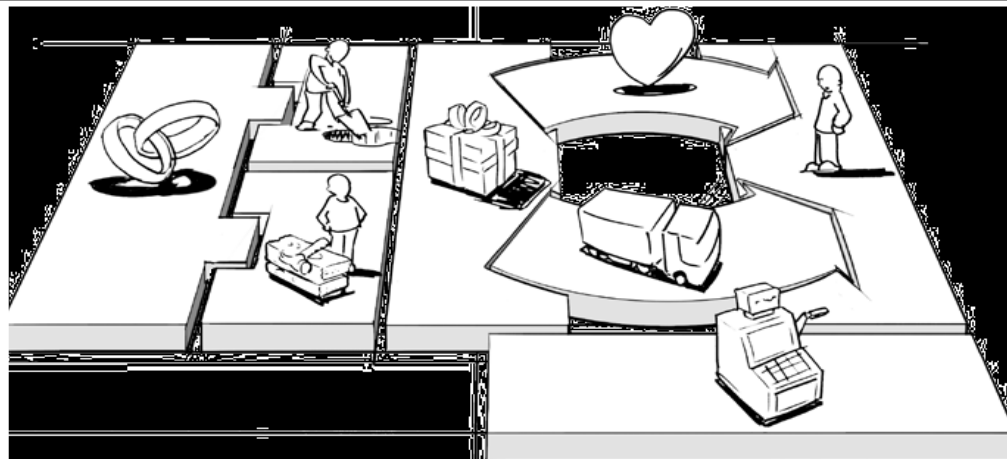


Key Questions

- What Key Resources are needed to implement our projects?
- What Key Resources are needed to maintain the communication ?
- What Key Resources are needed to maintain the relationships?
- What Key Resources are needed to sustain project sustainability and impact?

Key partnerships

The key partnerships describes the network of organization that make the project work

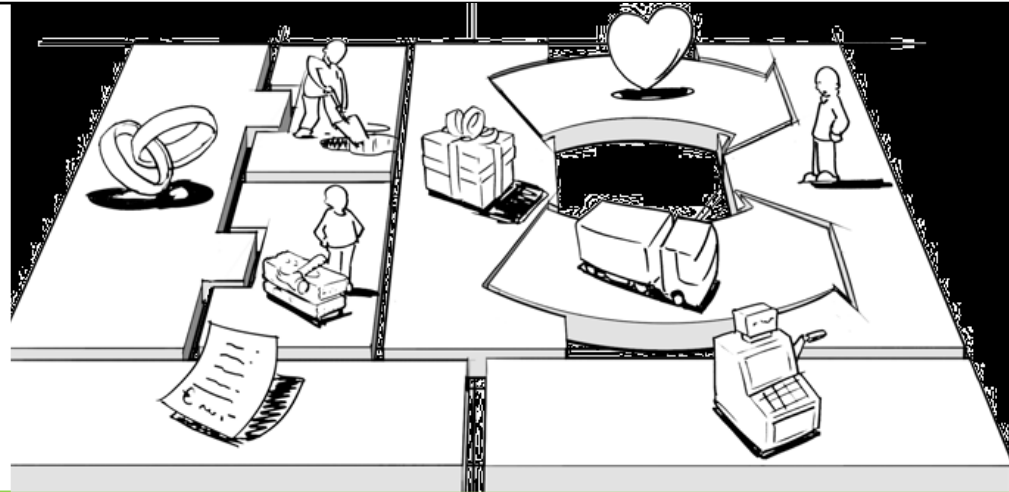


Key Questions

- Who are our key partners?
- Which key resources are we acquiring from partners?
- Which key activities do partners perform?
- Are our partners satisfied with our objectives?
- How dependent is our business on our partner's support?

Cost structure

The cost structure describes all cost incurred to operate the project. Such cost can be calculated relatively easily after defining key resource, key activities and key partnerships.

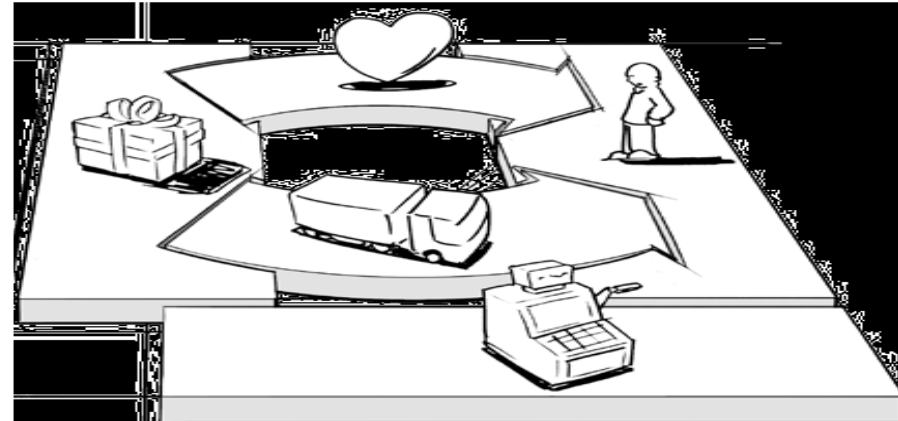


Key Questions

- What are the most important costs inherent in our business model?
- Which key resources are most expensive?
- How much do they cost?
- Which key activities are most expensive?
- Who covers the costs?

Impact and sustainability

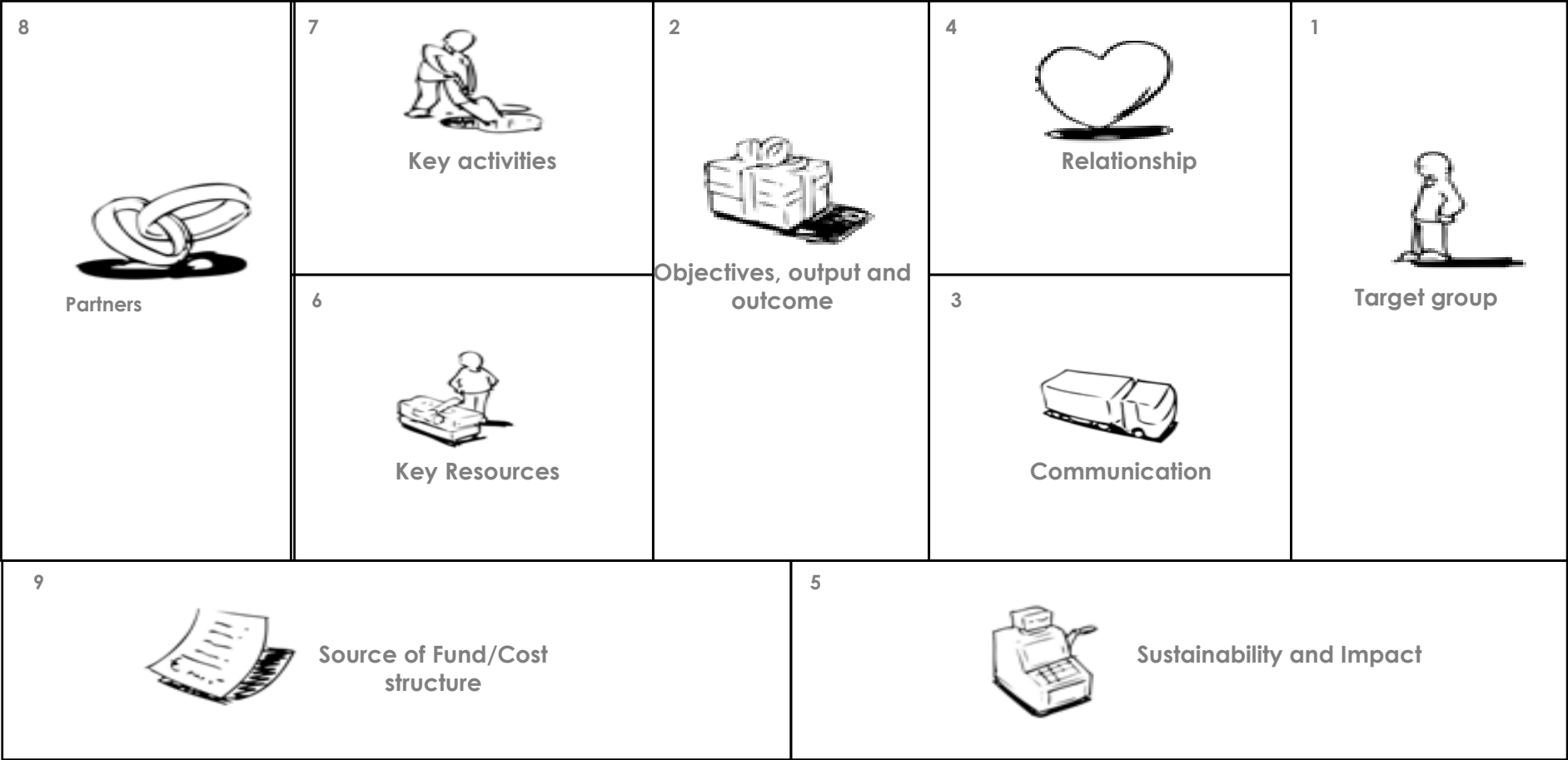
The represent the ultimate goal of the project. If the target group is the heart of a business model, impact and sustainability are its arteries.



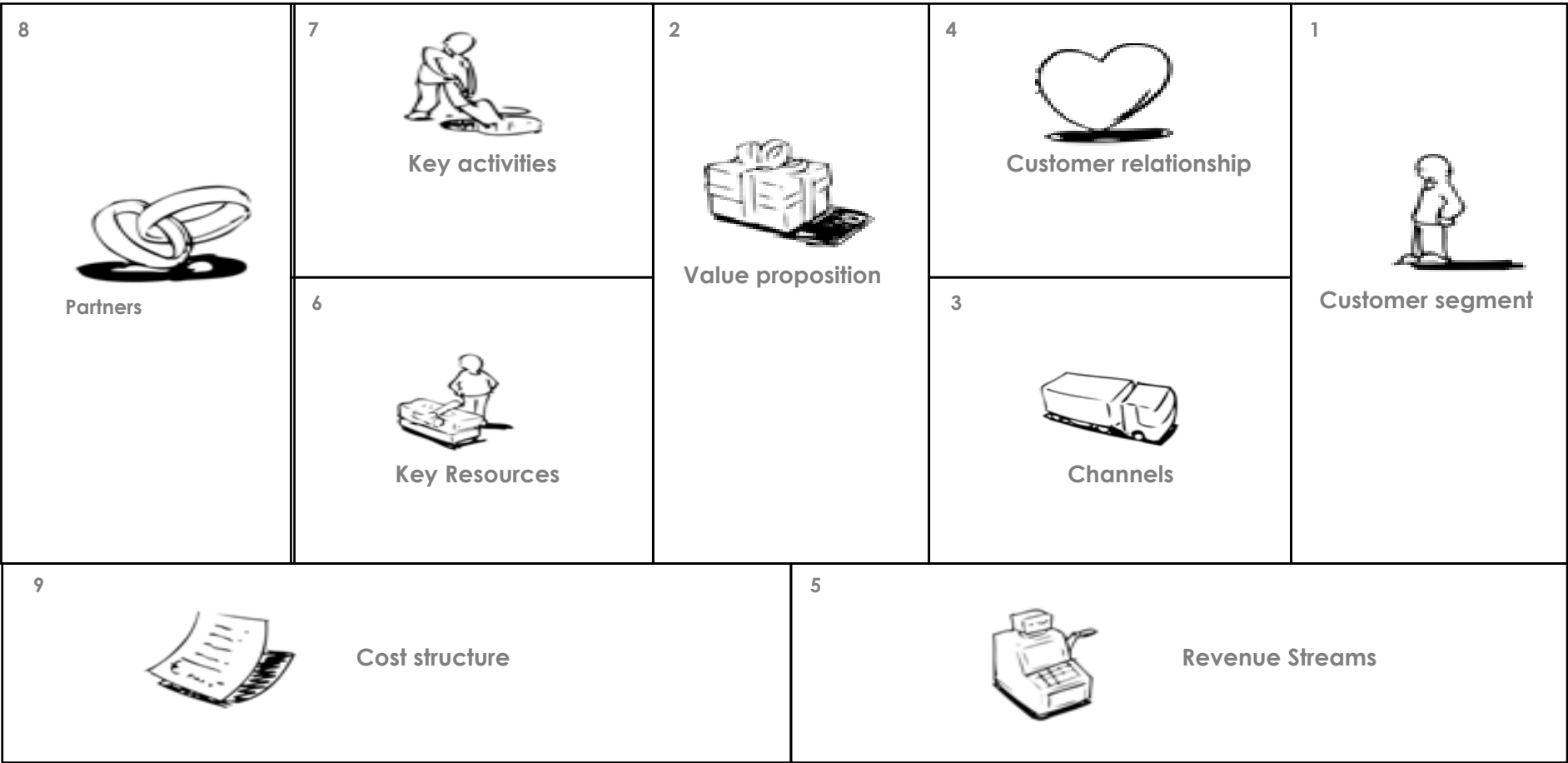
Key Questions

- How do we create impact and sustainability?
- Are our target group willing to pay or cost share?
- Are they willing to be linked with Financial institutions
- Are they willing to pay?
-
- Will they engage in value addition?
- Are they willing to save constantly?
- Do the partners support them? How?
- Who follow up the target group?

Exercise: Design TAAT project business model

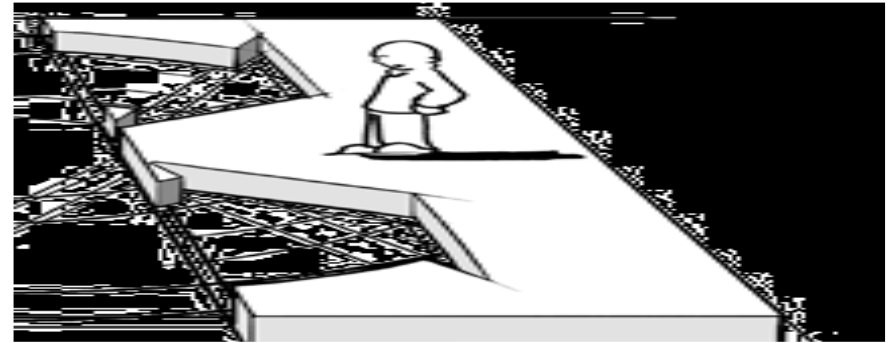


Business Model Canvas



Customer segment

Customer comprise the heart of any Project. Without Target group, no project can survive for long.

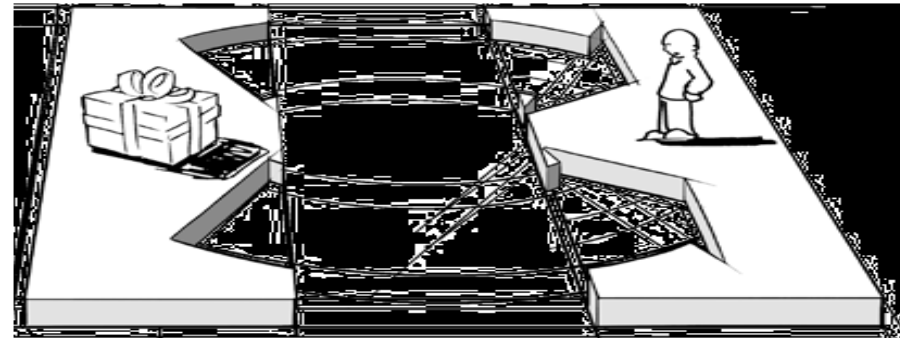


Key questions

- | | |
|--|---|
| <ul style="list-style-type: none">• Who are our customer?• For whom are we creating value?• Who do we sell our services to?• Who are our most important customers or customer groups? | <ul style="list-style-type: none">• How do we identify our customers' needs?• How do we respond to our customer's needs?• How do we go about acquiring new customers? |
|--|---|

Value Propositions

Value proposition is the reason why customers turn to one service provider over another. It solves a customer problem or satisfy a customer need.

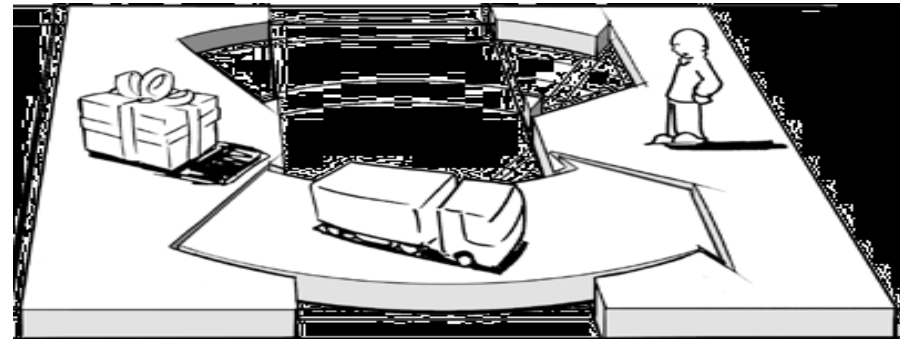


Key questions

- What value do we offer to the customer?
- What bundles of services are we offering to each customer segment?
- Which customer need is this satisfying?
- What value do we offer to upstream links e.g. supplier base?
- What social and environmental value do we offer?
- Which one of the customer's problems are we helping to solve?

Channels

The Channels describes how a business communicate with and reaches its customer segments to deliver a value proposition

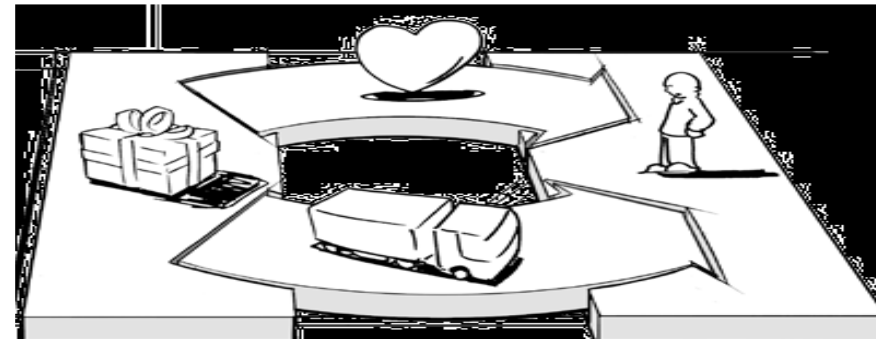


Key Questions

- | | |
|--|---|
| <ul style="list-style-type: none">• Through which channels is the product or service delivered?• Through which channels is the value proposition communicated?• How are our channels integrated? | <ul style="list-style-type: none">• Which ones work best?• Which ones are most cost-efficient?• How are we integrating them with customer routines? |
|--|---|

Customer Relationships

The Customer relationships describes the type of relationships a business establishes with specific customer segments.

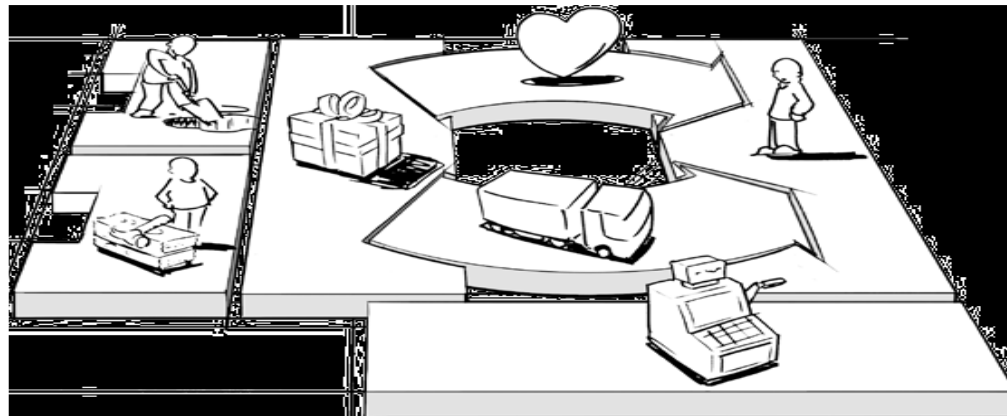


Key Questions

- Does our business manage customer relationships?
- How do we manage customer relations?
- What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
- Which ones have we established?

Key Activities

The key activities describes the most important thing a service provider must do to make its business work.

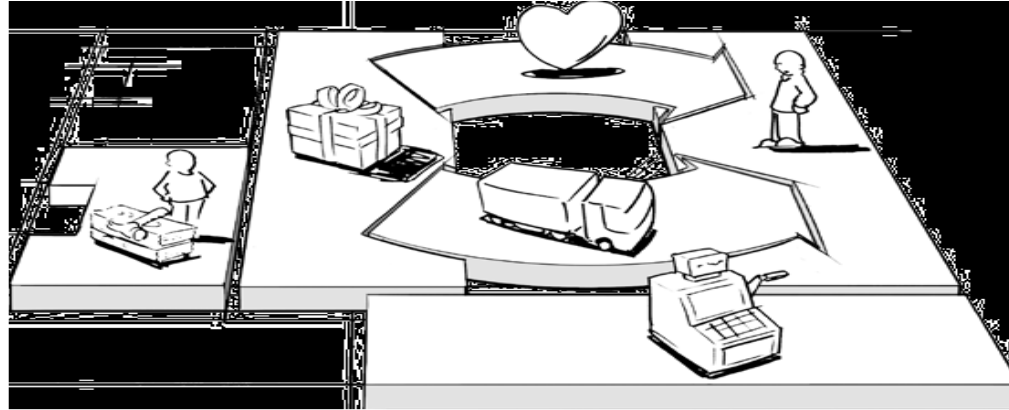


Key Questions

- What key activities are need to sustain our value propositions?
- What key activities are need to sustain our distribution channels?
- What key activities are need to sustain our customer relationships?
- What key activities are need to sustain our revenue streams?

Key resources

The key resources describes the most important assets required to make a business work

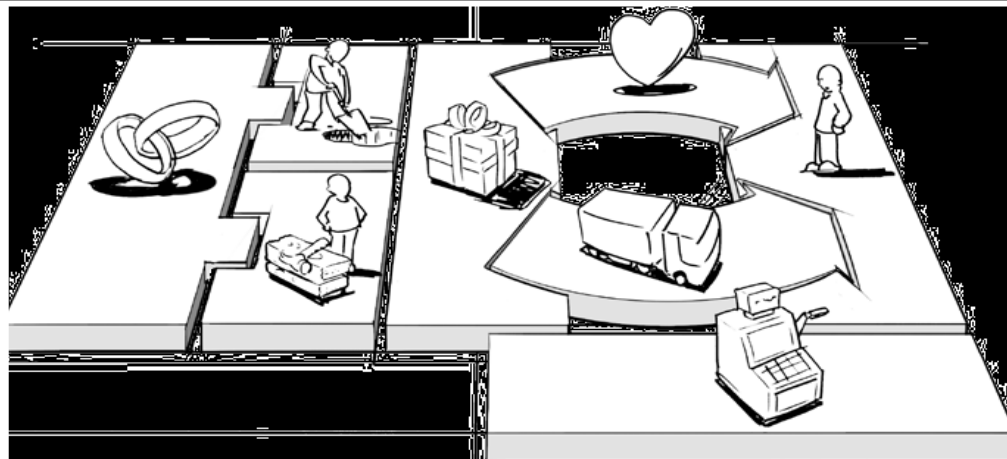


Key Questions

- What Key Resources are needed to sustain our value proposition?
- What Key Resources are needed to sustain our distribution channels?
- What Key Resources are needed to sustain our customer relationships?
- What Key Resources are needed to sustain our revenue streams?

Key partnerships

The key partnerships describes the network of suppliers and partners that make the business work

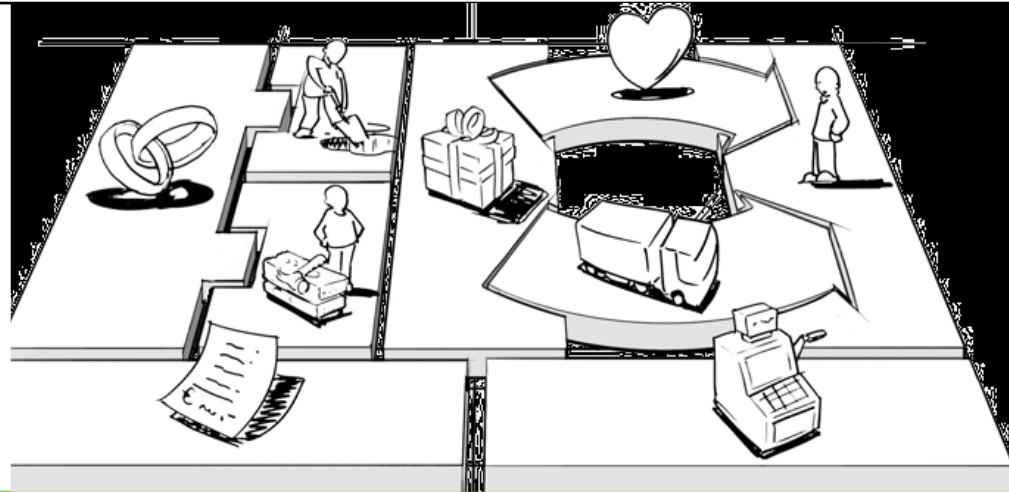


Key Questions

- Who are our key partners?
- Who are our key suppliers?
- Which key resources are we acquiring from partners?
- Which key activities do partners perform?
- Are our partners satisfied with our goods or service?
- How dependent is our business on our partner's support?

Cost structure

The cost structure describes all cost incurred to operate the business. Such cost can be calculated relatively easily after defining key resource, key activities and key partnerships.

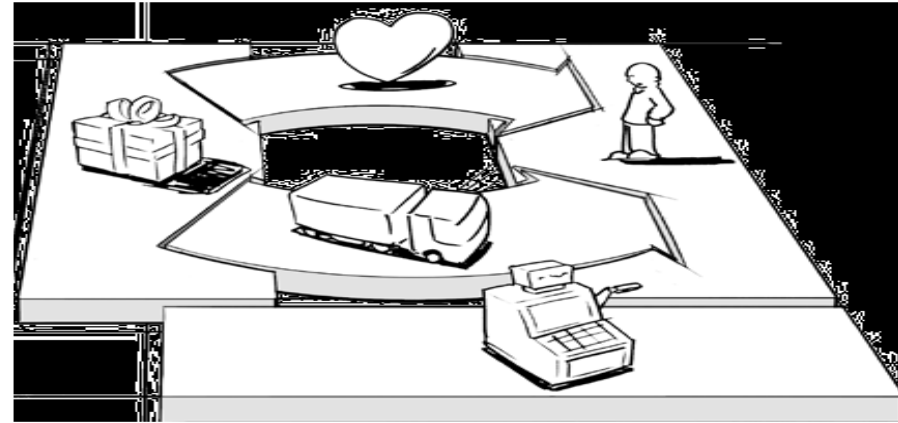


Key Questions

- What are the most important costs inherent in our business model?
- Which key resources are most expensive?
- How much do they cost?
- Which key activities are most expensive?
- How much do they cost?
- How much does it cost to maintain the value proposition?

Revenue Streams

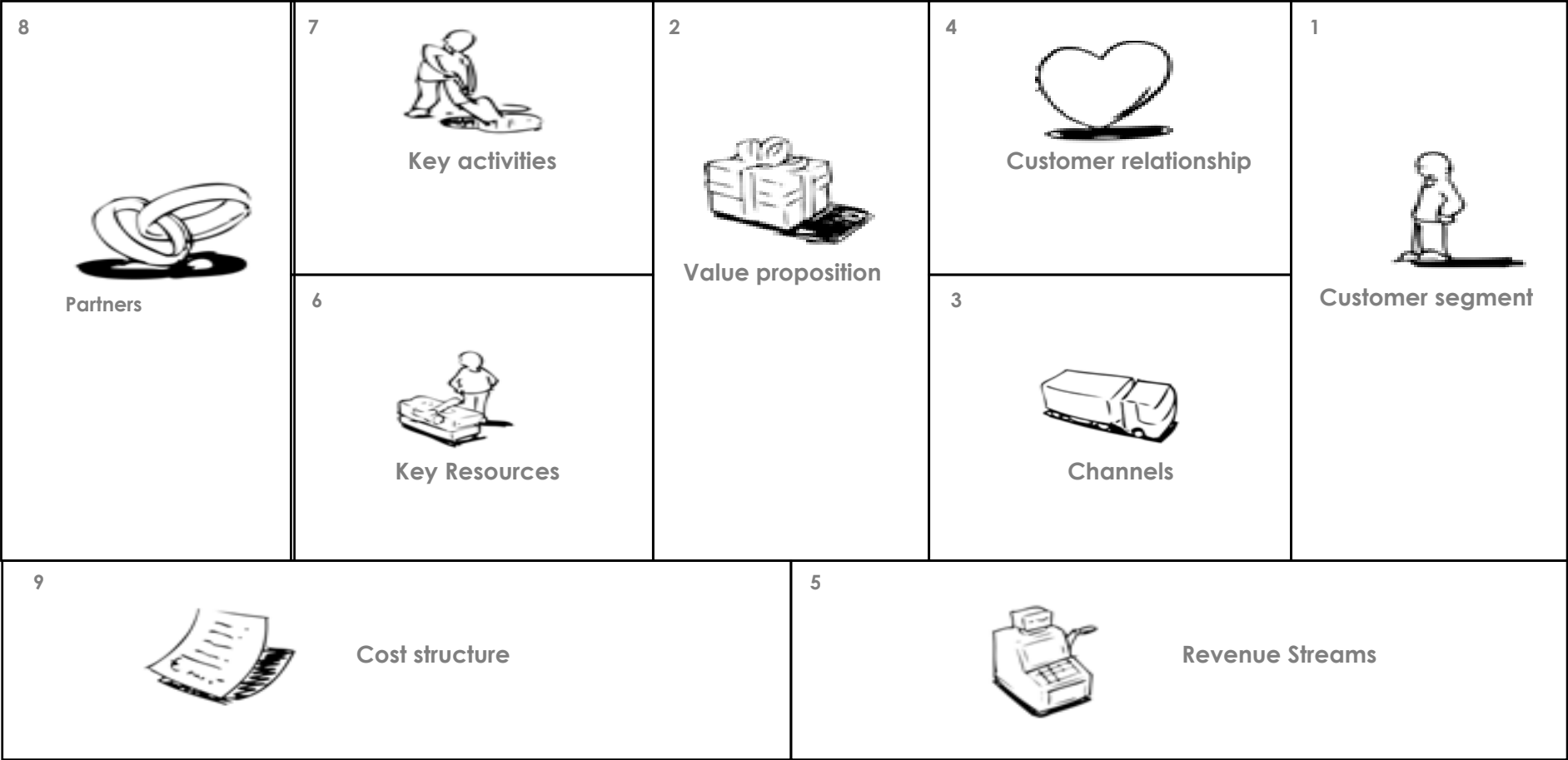
The revenue streams represent the cash a business generates from each customer. If the customer comprise the heart of a business model, revenue streams are its arteries.



Key Questions

- What are the revenue streams generated by the value proposition?
- For what value are our customers really willing to pay?
- How do we create income?
- For what do they currently paying? How are they currently paying?
- How would they prefer to pay?
- How much does each stream contribute to overall revenues?
- How stable is our income stream?

Exercise: Design business model for your target group



Develop Action plan per woreda

Thank you!