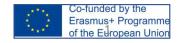


Welcome to Module 2 "Building up entrepreneurial attitudes and competences" / Unit 2







What is a Personal SWOT?

- A personal assessment of one individual Strengths, Weaknesses,
 Opportunities and Threats
- What one discovers about him/herself?
- What makes you valuable?
- What areas do you need to improve?
- What things you can take advantage of?
- What threatens your ability to take advantage of opportunities?





Why to do it?

- Better know yourself
 - In terms of S&W personal, entrepreneurial, managerial, educational, technical (as field of expertise)
- Identify your career possibilities (such as becoming an entrepreneur)
- Identify what additional training you need in order to excel in your chosen career





How to do it?

- First, You do it for you. Identify your SWOTs
- Next, ask a friend about his opinions related to your SWOTs
- Or ask a member of your family about his opinions/ way to see you
- Or ask a work colleague about the way to see you
- Finally, compare your assessment with theirs





Which person(s) to ask?

- One you trust
- One you value his/ her opinion
- Someone who can and will be honest with you
- Someone you will accept constructive criticism from
- Someone you will listen





Definitions of S & W

- Strengths = positive aspects internal to you so under your control, a resource or capability useful for achieving your goals
 - Things you are very good to do
 - Something of value you can offer
- Weakness = negative aspects internal to you so under your control and that you can improve, an attribute or barrier to achieve your goals
 - Limited knowledge of a field, subject
 - Lack of experience





Definitions of O and T

- Opportunities = external conditions that you consider to have positive effects for you (so, you might be able to take advantage from)
 - Available funding for start-ups, Timisoara European capital of culture, changes in the needs and wants of consumers,
- Threats = external conditions that are not under your control that you consider to have negative effects for you, damaging the scope of achieving your goals (so, you might be able to reduce the negative impact on you)
 - New competition,



Personal SWOT Matrix (Target = entrepreneur)

STRENGTHS

Good education

Technical expertise in a specific area

Rich field, work experience

Personal characteristics, positive self

Good public image

Good network, contacts

Membership in associations, business groups,

Leadership skills

WEAKNESSES

Limited education, lower level

Limited technical knowldege

Lack of desired field, work experience

Negative personal characteristics

Negative self and public image

Weak interpersonal skills, networking and

communication skills

Lack of contacts

Not having goals

OPPORTUNITIES

Positive trends in your field, area of work (growth)

Enhancing education

Ability to move geographically

Availability of Internet

Developing your network

Enhancing your personal development

THREATS

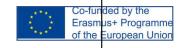
Negative trends in your field (decrease)

Strong competition

Barriers to education and training

Limited ability to develop your network

Economic crises





Check list 1

Strengths

- Technical skills (specific to CCI)
- Business skills
- Soft skills (
- Industry-related knowledge (
- Networking skills
- Education (certifications, diploma
- Personal achievements (awards, projects,

Weaknesses

- Technical skills (specific to CCI)
- Business skills
- Soft skills (
- Industry-related knowledge (
- Networking skills
- Education (certifications, diploma
- Personal achievements (awards, projects,





Check list 2

Opportunities

- Industry change, trends in consumer needs,
- Improve technical skills
- Improve industry knowledge
- Improve business skills
- Improve soft skills
- Increase education
- Other?

Threats

- Change of Industry, in consumer needs trends
- Higher cost of education, training
- More Time (needed, having
- Personal related (Age, loss of contacts, gender, age, preferences, ability, health
- Other?





And now? What to do with it?

- First, Prioritize each of them according to your personal criteria (importance)
- Next, address each category in the following order
- 1. Address your personal weaknesses
- 2. Seize the opportunities,
- 3. avoid or mitigate threats
- 4. Strengthen your strenghts





Address the weaknesses

- Define your goals
- Go to school or training
- Develop your technical, business skills
- Read books, specialty books
- Participate to industry events
- Identify a mentor





Seize the opportunities

- Transferable skills to start your own business
- Think creatively (think outside the box)
- Read various sources about the Creative and Cultural Industreis (CCIs) sector
- Do some research in CCIs and related fields (explore, be curious)
- Network a lot, talk to many people





Avoid or mitigate threats

- Manage your time better (is limited 24/7)
- Eliminate your self-made barriers to becoming an entrepreneur
- Plan
- Do research
- Network a lot, interact, talk to many people





Strengthen your strengths

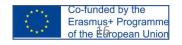
- Focus to improve weakest strengths
- Enhance the strongest, too
- Become a mentor yourself, teach others
- Do a lot of networking













Some useful tips

- Be persistent, it is not a quick fix,
- It takes a while to develop yourself
- Set personal goals for the short term, achieve them and celebrate success
- Ask "What do I want to do?"
- Ask "Where do I want to go from here?"





Some useful tips

- Explore several options before deciding one, there are always more ways than one!
- Build your network!
- Learn new things, skills and apply them!
- Many people have many ideas, very few put them at work!







Thank you!





