



CANADA
4-H Ontario

www.4-hontario.ca

4-H ONTARIO PROJECT



Innovation & Entrepreneurship

MEMBER'S JOURNAL

THE 4-H PLEDGE

I pledge my Head to clearer thinking,
my Heart to greater loyalty,
my Hands to larger service,
my Health to better living,
for my club, my community,
my country, and my world.

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THE 4-H MOTTO

Learn To Do By Doing

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Thank you to the 4-H Innovation & Entrepreneurship Advisory Committee members who assisted with the creation of this resource:

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Kevin Lee, Middlesex 4-H volunteer
Tony Morris, Grand River Agricultural Society
Barb Scott-Cole, Renfrew 4-H volunteer
Sheena Switzer, past 4-H Ontario Communications Manager

Thank you also to the 4-H Association that piloted the 4-H Innovation & Entrepreneurship Project and provided feedback.

Prince Edward 4-H Club ~ Leaders – Louise McFaul, Lynn Ward; Members – Emily Bieman, Wyatt Loft, Ethan Loft, Mallory McFaul, Seamus McFaul, Daniel Ponzo, Marcello Ponzo



CANADA
4-H Ontario

4-H Ontario is pleased to be able to provide project resource reference manuals for use by volunteers in clubs. 4-H Ontario screens and trains volunteers to equip them with the tools to serve as positive role models for youth. With so many topics to choose from, 4-H volunteers are trusted to use these resources to provide safe and quality programming while using their judgement to assess the appropriateness of activities for their particular group of youth. By downloading any 4-H resource, you agree to use it for 4-H purposes and give credit to the original creators. Your provincial 4-H organization may have restrictions on the types of 4-H projects or activities which can be completed in your region.

4-H Ontario grants permission to 4-H Volunteers to photocopy this 4-H project resource for use in their local 4-H program. All information presented in this Project Resource was accurate at the time of printing.



The 4-H program in Ontario is supported by the Ontario Ministry of Agriculture, Food and Rural Affairs.



The development of this project resource was generously funded by the Grand River Agricultural Society.



4-H Inclusion Statement

4-H in Canada is open to all* without discrimination based on race, national or ethnic origin, colour, religion, sex, age or, mental or physical disability.**

4-H is dedicated to providing a safe and inclusive environment that allows for universal access and participation. Where barriers to participation are identified, 4-H will, with reasonable accommodation, adapt programs, rules, policies, or expectations to reduce or remove the barriers.

Any accommodations, changes or exceptions will be assessed on an individual basis, taking into account the individual experience of the member and their family. The physical safety and emotional well-being of members, leaders, staff and volunteers is 4-H's highest priority, and is the ultimate consideration in final decisions.

4-H Canada and local 4-H organizations consider inclusion a priority. Leaders are encouraged to work with individuals and their families to identify and discuss accommodations as required, and to reach out to provincial or national office staff for help with unresolved concerns.

**This applies to youth members (ages 6 to 21), volunteers, leaders, staff and professionals.*

***Definition of discrimination as per Canadian Charter of Rights and Freedoms.*

Déclaration sur l'inclusion des 4-H

L'adhésion aux 4-H au Canada est ouverte à tous les jeunes* sans discrimination fondée sur la race, l'origine nationale ou ethnique, la couleur de la peau, la religion, le sexe, l'âge ou le handicap mental ou physique. **

Les 4-H ont pour mission d'offrir un environnement sécuritaire et inclusif qui permet l'accès et la participation de tous. Lorsque des obstacles à la participation sont décelés, les 4-H adapteront, à l'aide de mesures d'adaptation raisonnables, les programmes, les règles, les politiques ou les attentes afin de réduire ou d'éliminer ces obstacles.

Toute mesure d'adaptation, modification ou exception sera évaluée au cas par cas, en tenant compte de l'expérience personnelle du membre et de sa famille. La sécurité physique et le bien-être émotionnel des membres, des animateurs et des animatrices, des membres du personnel et des bénévoles sont la priorité absolue des 4-H et constituent le facteur ultime à considérer lors de la prise des décisions définitives.

Les 4-H du Canada et les organisations locales des 4-H considèrent l'inclusion comme étant une priorité. Les animateurs et les animatrices sont encouragés à collaborer avec les personnes et leurs familles afin de définir et d'examiner les mesures d'adaptation, selon les besoins, et de communiquer avec le personnel du bureau provincial ou national pour obtenir de l'aide en cas de préoccupations non résolues.

**Ceci s'applique aux jeunes membres (âgés de 6 à 21 ans), aux bénévoles, aux animateurs, aux membres du personnel et aux professionnels.*

***Selon la définition de discrimination en vertu de la Charte canadienne des droits et libertés*

WHAT IS A MEMBERS JOURNAL?

This Members Journal is like a record book. It has been designed to be a documentation of experiences, ideas and reflections during the project, Entrepreneurship and Innovation. By conscientiously keeping the Members Journal up-to-date members gain important organizational knowledge and skills.

In future years, this journal will remind members of their 4-H project and the knowledge and skills they can apply to their lives.

By keeping this Members Journal members will:

- Fulfill the requirements of the project to earn credit for the club
- Be able to investigate more information and resources about topics discussed throughout the project
- Reflect on their learning about entrepreneurship and innovation
- Self-assess and develop their own entrepreneurship skills and abilities

The Members Journal also keeps track of the following important information:

- A record of meeting dates and other related 4-H activities
- A record of contact information

IMPORTANT NOTES

- Use a three-ring binder or duo-tang
- Respond to questions and reflections with thoughtful detail. This is YOUR journal. The more you put into it, the more you will get out of the project now and in the future.
- Write clearly. Be as neat as possible.
- Bring your journal to every meeting. At the end of the project your leaders and possibly, community mentors, will provide some useful advice.

WHO'S WHO

Club President: _____ Ph. # / E-mail: _____

Vice President: _____ Ph. # / E-mail: _____

Secretary: _____ Ph. # / E-mail: _____

Treasurer: _____ Ph. # / E-mail: _____

Press Reporter: _____ Ph. # / E-mail: _____

Meeting Dates:

	DATE & TIME	PLACE	NOTES (THINGS TO BRING, REMEMBER, ETC)
<i>Meeting 1</i>			
<i>Meeting 2</i>			
<i>Meeting 3</i>			
<i>Meeting 4</i>			
<i>Meeting 5</i>			
<i>Meeting 6</i>			

LEADER NAME & CONTACT INFORMATION	LEADER NAME & CONTACT INFORMATION

MEMBER EXPECTATIONS & GOALS

Why did you join the Innovation and Entrepreneurship club?

What is one goal that you want to achieve in this project?

Do you have any ideas for fun things to do during the project?

Do you have any ideas for an Achievement Program for the Innovation and Entrepreneurship Club? (Keep in mind that an Achievement Program should include the community in some way).

MEMBER RESPONSIBILITIES

- Be a current paid member of 4-H Ontario
- Attend at least 2/3 of the meeting time allotted for this project
- Complete the Record Book for this project. Bring it with you to each meeting!
- Put your Record Book in a binder or duotang so you don't lose any of the pages.
- Complete any other projects as directed by your leaders.
- Adhere to the 4-H Code of Conduct at all times.
- *Remember the more you put into your 4-H club the more you will get out of it!*

ROLL CALLS - IN MY OPINION...

	ROLL CALL	MY ANSWER
1		
2		
3		
4		
5		
6		

PROJECT SUMMARY

THE INNOVATION AND ENTREPRENEURSHIP CLUB

TO BE COMPLETED AT THE END OF THE PROJECT.

Did I attend all meetings?

Did I attend the Club Achievement Program?

Did I attend all on-time?

Did I participate for the full duration of all events?

Why do the above demonstrate important entrepreneurial skills?

This project has been completed satisfactorily!

Member: _____ Leader: _____

Date: _____ Leader: _____

INTRODUCTION

There is the assumption that entrepreneurship is about establishing a new business and business planning. While this is true, being an entrepreneur and entrepreneurship is much more.

The word **entrepreneurship** comes from the French word *entreprendre* which means to undertake, to launch, to begin, to approach, to tackle, to pursue opportunities, to satisfy needs through innovation or new creation (Merriam-Webster Dictionary).

Entrepreneurship is really a way to look at things, a way to think, and a way to do. Entrepreneurship involves bringing about change to achieve some sort of benefit. That benefit might well be financial, but it might mean making something better or using something in a completely different way. The benefit might be a social change in the community. According to Merriam-Webster, by the early 20th century the word entrepreneur came to be associated with “**go-getter**” as applied to an independent business owner. Go-getters are very energetic and determined to be successful. They also know how to deal with new or difficult situations easily. Go-getters possess an **entrepreneurial spirit**.

To clarify:

An **entrepreneur** is one who organizes, manages, and assumes the risks of a business or enterprise. The definitions imply far-sightedness and innovation.

Innovation may be defined as a new unique or novel idea, method, or device. It may be a change made to an existing product or service. New value is created whether through new ideas or the improving or revamping products or services.

An **invention** may be defined as a device or product, or process that has come about after much research and experimentation. It may have originated through one’s imagination.

A good example: the first telephone was an *invention*, the first cellular telephone could be considered either an *invention* or an *innovation*, and the first smartphone is an *innovation*.

This project has been designed for the “go-getters”, the enthusiastic 4-H members across Ontario who want to make a difference. The difference may be in seeing a need or a problem and starting a new business venture. It may be about beginning a new service or event in the community. It may be about being a better employee or student. Go-getters carry an entrepreneurial spirit. We want to begin by looking at successful Canadian entrepreneurs and innovators. What characteristics and skills do they possess that we can model? How can we better develop what we need to make a difference?

STORIES OF ENTREPRENEURS

- As you read these stories, what characteristics and skills seem to be similar?
- What can we learn from stories like these?



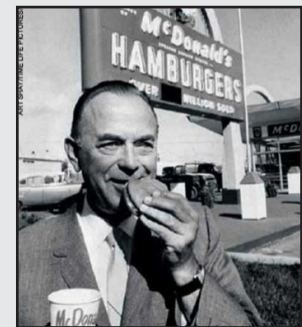
BARN GIRLS

When Melanie and Jeannine were in 4-H the only time they ever got a picture with their 4-H project was if they won in the 4-H Achievement Show and the picture appeared in the local paper. Parents did not have time for picture taking as phones with built in cameras were not readily available, and they were doing what 4-H parents do – feeding kids, brushing hair, managing clothes, trailers and much more. Newspaper pictures tended to be grainy and often hard to get made into copies. Then they would turn yellow and fade. The young women believed that memorable pictures were missing from 4-H shows. They liked candid photos that captured emotion and bonds between 4-H members and their projects, usually animals. They also knew that showing animals could be pricey and with multiple children in 4-H, they set out to take pictures that were affordable, too. Barn Girls began in the early digital photography days. Now equipped with high resolution cameras, photography courses and plenty of learning to do by doing experience, Melanie and Jeannine are hired by numerous shows, fairs, and community events to take those precious candid shots, documentations, and memories. Their life experience in 4-H and farm upbringing serves them well in understanding animal behaviour and their niche market. They have also expanded into weddings and family sessions. The young women saw a need and an opportunity and responded. They continue to perfect their business through strong communication skills and technology.



RAY KROC

Ray Kroc is considered one of the world's most famous entrepreneurs. Although the former owner of McDonald's, did not invent the hamburger or the first McDonald's restaurant, he took an existing concept and modified it in new ways. Ray originally sold milkshake making equipment including a mixer that could make five milkshakes at once. In working with brothers Dick and Mac McDonald he observed their unique approach to operating a restaurant. A self-service counter eliminated the need for waiters and waitresses. An assembly line method made limited menu items quickly and efficiently. Hamburgers and cheeseburgers were made and reheated under heat lamps. By reducing production costs, hamburgers were sold for much less than the average restaurant. Even making five milkshakes at once added efficiency and speed. As a keen salesman for many years, he saw an opportunity in this way of making and serving food. He envisioned consistent fast-food restaurants to accommodate the growing emergence of cars and travel and changing lifestyles. Originally, he worked with the McDonald brothers to develop restaurant chains under a system of central management. After buying out the brothers, he branched to franchise more new restaurants. Franchises allow a successful business to expand without having to raise additional capital or money. Strategic marketing that included signature foods like the Big Mac, a clown named Ronald McDonald and the prevalent golden arches logo have gone on to create one of the most popular restaurants worldwide. Ray Kroc applied a new concept to fast-food service and the humble hamburger. His story of entrepreneurship remains one of the most well-known of all time. Did you know his first entrepreneurial venture was a lemonade stand on the front lawn of his Chicago home?



<https://www.thefranchiseking.com/ray-kroc-the-entrepreneur-who-built-the-mcdonalds-franchise>

<https://www.entrepreneur.com/article/197544#:~:text=But%20there%20were%20problems.,McDonalds%20for%20%242.7%20million%2Dcash, and https://www.britannica.com/topic/McDonalds>

CANOLA

Canola had its beginnings in rapeseed crops. Rapeseed oil became extremely popular during World War 2 when there was a huge demand for industrial machinery lubricants. After the War, the demand for this kind of oil decreased. Rapeseed, however, grows well on the Canadian prairies where cropping options are limited to cereals and forages.



But rapeseed is high in erucic acid. This makes the oil taste bitter. Glucosinolates also stay in the left-over meal thus making rapeseed unfavourable for animal feed. How could this crop still be useful? Just after

<https://www.theglobeandmail.com/news/national/canada-150/canola-oil-from-canadas-fields-to-the-worldskitchens/article34717778/>

the War the demand for culinary oils increased especially in Canada where most oils used in human food purposes were imported. Scientists Dr. Baldur Stefansson and Dr. Keith Downey saw an opportunity in working with rapeseed to make a healthy, edible oil. The extensive research and innovation began in the late 1950's. In 1978, "Canola" became a registered trademark with the name coming from "Can" as in Canada and "ola" as in oil. Canola oil has many documented health benefits. It is also very well suited to many kinds of cooking and baking. The path to Canola has not been easy. It took many years of collaboration in what has been called a value-chain approach. This is a step-by-step business model for changing a product or service from an idea to reality.

PAPER POPPIES FOR POPPY TRUST FUND

Three sisters, Monica, 5, Dayna, 8 and Alice, 3, in St Marys, Ontario wanted to help soldiers. They thought that by making paper pie plate poppies they could fundraise to help people they had never met but

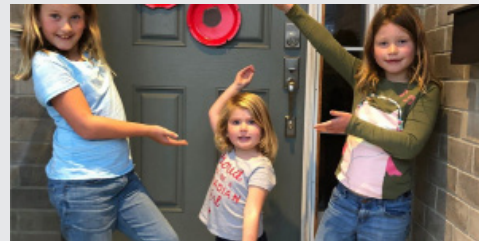


Image credit Laura Hinz

people they knew from Remembrance Day discussions were particularly important not only in the past but in the present. Technically the Royal Canadian Legion owns the rights to anything that is marketed or resembles a poppy. But the local branch did not stand in the way. The girls simply asked for a \$1 donation for their handmade poppies. The community responded enthusiastically. Soon doors and windows in homes and businesses showed off the efforts of the little girls. It was a proud moment when the Royal Canadian Legion Perth Regiment Veterans Branch 236 received almost \$1,600 for the Poppy Trust Fund. The family saw a need in their community and diligently worked through the process to meet the need and their goal – to help the soldiers. The girls' mother was instrumental in supporting the young entrepreneurs and believes this experience may lead to other ventures in social entrepreneurship.

Before Meeting #2 you will be asked to find out about a Canadian entrepreneur. **What is their story?**

The Canadian entrepreneur I researched:

What I learned about this entrepreneur:

Some of their characteristics and skills:






CANADIAN ENTREPRENEURS – WHAT IS THEIR STORY?

There is space to add a note.

John Molson	Leonard Lee
Harrison and Wallace McCain	Orville Redenbacher *not Canadian
Mike Lazaridis	Dani Reiss
Joseph Armand Bombardier	Ed Mirvish
Tonia Jakshan	Edward Samuel Rodgers
Felicita Ovadje	Alexander Graham Bell
Krista La Riviere	Jamie Bailey
Susan Niczowski	Traci Costa
Guy Laliberti	Kim Keller
Jason Courtepatte	Catherina Addai, Kaela Kay
Janelle Hinds	Tina Lee
Isaac Olowaolafe	Adam and Michael Doran

More Stories - Entrepreneurship: The Spirit of Adventure *Canadian Foundation for Economic Education* <http://cfeespiritofadventure.com/entrepreneurs>

Active Listening Skills

 <h3>Eye Contact</h3> <p>Eye contact during the conversation shows the speaker that you give him your attention and that you really care about what he says.</p>	 <h3>Avoid Distractions</h3> <p>There are so many examples of distractions such as our thoughts, mobile phones, gadgets, music, side activities, other people and more. Learn to avoid these distractions otherwise they can destroy your conversation.</p>
 <h3>Body Gestures</h3> <p>Body gestures and language are a whole science. Your body gestures tell the speaker whether you listen carefully or not.</p>	 <h3>Give Feedback</h3> <p>Ask questions to clarify certain points, tell your opinions, summarize the speaker's comments.</p>
 <h3>Show That You're Listening</h3> <p>Use facial expressions such as smile, note your posture, encourage the speaker to share and to continue.</p>	<p>Listening allows you to learn, to have relationships, to plan, to develop, to be the part of something, to create, to think.... and much more!</p> <p>www.businessphrases.net</p>

How did active listening help in learning more about Canadian entrepreneurs?	How is active listening important for go-getters or people who promote an entrepreneurial spirit?

Are inventors entrepreneurs? Are entrepreneurs inventors?

WHERE DOES STUFF COME FROM?

CANADIAN INVENTIONS – WHAT IS THEIR STORY?

Prosthetic hand		Pacemaker	
Paint roller		Peanut Butter	
Imax		Fiberglass goalie mask	
Pablum (cereal food for babies)		Yukon Gold Potatoes	
Zipper		Electric Wheelchair	
Wireless radio transmission/ walkie talkie		Instant Replay	
Snowblower		Java Computer Language	
Plexiglass		Pealess Whistle	
Robertson screw and screwdriver		Birchbark Canoe	
Blackberry		3D Printer	
Canola Oil		Trivial Pursuit	
Road Lines		Hawaiian Pizza	
Garbage Bags		Pager	
Basketball		Snow mobile	
Insulin		Egg Carton	

Are inventors entrepreneurs? Are entrepreneurs inventors? What do you think?

CLARIFYING TERMINOLOGY



Use the following word bank to match the terms and definitions:

innovation	entrepreneur	invention	social entrepreneurship
entrepreneurship		intrapreneurship	

	one who organizes, manages, and assumes the risks of a business or enterprise
	to undertake, to launch, to begin, to approach, to tackle, to pursue opportunities, to satisfy needs through innovation or new creation
	a device or product, or process that has come about after much research and experimentation. It may have originated through one's imagination.
	a new unique or novel idea, method, or device. It can be a reference to something new, but it may be a change made to an existing product or service. There is the assumption that new value is created whether through new ideas or improving or revamping products or services.
	when employees are encouraged to act like entrepreneurs within a company or organization. Intrapreneurs tend to be self-motivated, proactive, and action oriented. They take initiative to pursue innovative products or services (Investopedia, 2020).
	when entrepreneurial thinking and practices are applied to tackle social problems in the community and society. Entrepreneurs aim to make a profit while social entrepreneurs aim to improve their communities or society.

WHAT DO YOU THINK???



ENTREPRENEURS....	Totally Agree	Somewhat Agree	Do Not Agree
... are very alert to problems they see			
... see problems as opportunities			
...enjoy developing creative solutions to problems			
...turn ideas for solutions into products and/or services to tackle problems			
...bring products and/or services to the marketplace to meet needs and/or wants			
... create income for themselves			

Where do you see examples of these characteristics?

<i>In the stories I have read and heard...</i>	<i>In my community...</i>
--	---------------------------



WHAT DO YOU THINK???



You have had an opportunity to learn about some entrepreneurs. Now what do entrepreneurs...

<i>look like (make a list and / or sketch)</i>	<i>feel like (make a list and / or sketch)</i>
<i>think like (make a list and / or sketch)</i>	<i>actually do (make a list and / or sketch)</i>

How do you think entrepreneurs are like ordinary people?

How do you think entrepreneurs are different from ordinary people?

ARE YOU AN ENTREPRENEUR?

Let's Discuss...

- \$ What is an entrepreneur or an enterprising person?
- \$ Contributions of entrepreneurs
- \$ Common entrepreneurial skills and characteristics
- \$ What's involved in creating a venture?
- \$ Hunting for and assessing opportunities
- \$ Generating and assessing ideas
- \$ The importance of planning – and planning for success
- \$ Starting a business

You may or may not be familiar with the term “entrepreneur.” Even if you are, you may have some mis-perceptions of entrepreneurs because there are many myths about them. For example, many believe that entrepreneurs only start up small business enterprises. Although many entrepreneurs set up and run small businesses, you can also apply entrepreneurial skills to other kinds of activities – within companies, within governments, running a not-for-profit organization, and so on.

Let's take a closer look at entrepreneurs and entrepreneurship and whether or not it is an option of interest to you. Let's start with a quick quiz. The answers follow the quiz – but try the quiz first without looking at the answers. The goal is to help you decide if being an entrepreneur is something of interest to you.



Entrepreneur's Quiz

1. Faced with a problem, the entrepreneur is most likely to:
 - a) go to a close friend for help;
 - b) get help from a stranger who is known to be an expert;
 - c) try to work through the problem alone.
2. The entrepreneur is most like the distance runner who runs mainly:
 - a) to work off energy and to keep in good physical condition;
 - b) to gain the satisfaction of beating other competitors in the race;
 - c) to try to better his or her previous time over the distance.
3. Entrepreneurs are motivated most by the need to:
 - a) achieve a goal of greater personal importance;
 - b) gain public attention and recognition;
 - c) control wealth and other people.
4. Entrepreneurs believe the success or failure of a new venture depends primarily on:
 - a) luck or fate;
 - b) the support and approval of others;
 - c) their own strengths and abilities.
5. If given the chance to earn a substantial reward, which of the following would entrepreneurs be most likely to do:
 - a) roll dice with a one in three chance of winning;
 - b) work on a problem with a one in three chance of solving it in the time given;
 - c) do neither (a) nor (b) because the chances of success are so small.
6. The entrepreneur is most likely to choose a task:
 - a) which involves a moderate level of risk but is still challenging;
 - b) where the risks are high but the financial rewards are also very great;
 - c) which is relatively easy and the risks low.
7. Money is important to entrepreneurs because:
 - a) it allows them to develop other ideas and take advantage of other opportunities;
 - b) monetary measurements provide an objective measure of how successful they have been;
 - c) the main reason they accepted the risks of starting a new venture was to accumulate personal wealth.

themselves in situations where they are personally responsible for the success or failure of an operation. They will take the initiative to solve a problem and provide leadership where none existed before. The best choice is (c).

How About You?



What is your level of self confidence and self efficacy?

1 2 3 4 5

VERY LOW ————— VERY HIGH

QUESTION 5:

The entrepreneur is thought of as a risk taker. There are many risks involved in entrepreneurial activity. But psychological testing of entrepreneurs has indicated that they are no more motivated to do something that involves risk than anyone else. They are not daredevils or reckless gamblers.

Successful entrepreneurs are very good at assessing the amount of risk involved in a venture and will choose to accept that risk if they feel their personal chances for success are relatively high. They may well choose to do something when the odds of success are only one in three if they believe they have the abilities and experience needed to succeed.

The entrepreneur would most likely choose (b), to work on the problem even though rolling dice is obviously less work. Entrepreneurs avoid situations where the results depend mainly on chance or the efforts of others. The opportunity for personal achievement is more important than the size of the reward offered.

How About You?



Are you (a) a risk avoider, (b) a high risk taker, or (c) a calculated, moderate risk taker?

QUESTION 6:

Entrepreneurs tend to be positive, optimistic types who focus their attention on their chances of success rather than the chances of failure. Individuals who fear failure tend to select tasks that are either very easy or where the risk is very high. By selecting an easy task, the chances of failure are reduced. By selecting a task with little chance of success, failure can be rationalized, "Oh well, it was just a long shot anyway." The entrepreneur avoids both extremes and selects those tasks that are challenging but where the opportunities for success are reasonably good. The best choice is (a).

How About You?



On a scale of optimism, with "1" being a pessimist and "5" being an optimist, where do you fall?

1 2 3 4 5

PESSIMIST ————— OPTIMIST

QUESTION 7:

It is a popular misconception that entrepreneurs are, at heart, greedy individuals who enter into ventures for the purpose of accumulating personal wealth. Such a description would be more aptly applied to some promoter who's a "fast buck" artist.

Entrepreneurs are driven to build a venture rather than simply to get in and out in a hurry with someone else's money. They will enjoy the benefits of a higher income but will usually spend only a portion of their gain on personal consumption. Entrepreneurs are primarily interested in the creation, not the consumption, of wealth.

So, what is entrepreneurship? The statement below provides one definition.

Entrepreneurship involves the recognition of opportunities (needs, wants, and problems) and the use of resources to pursue an idea for a new, thoughtfully planned venture.

Does that describe something that interests you?
Might you be a prospective entrepreneur?

How About You?



What motivates you most – the desire to make money or the desire to accomplish your goals and make a difference?

Contributions Of Entrepreneurs To Society

In addition to your own personal interest, everyone should probably know something about the contributions entrepreneurs make. Even if you never become an entrepreneur, you will probably have the opportunity to interact with a great many.

In our society, entrepreneurs may:

- create new ventures that provide new, improved products and services
- find new ways of making products and services available to more people
- compete with each other to be the “best,” which improves the quality of goods and services and keeps prices down
- create jobs for others in the community through the new ventures they create
- increase the quantity of products and services we produce in our economy (that is, help us to achieve “economic growth”) by creating new ventures
- create new opportunities for others through their initiatives and innovations
- provide a spirit of energy, initiative, and potential for progress to a community

Can you think of others? Do these spark an interest? Do they motivate you? To help you consider the entrepreneurship option, it would probably be helpful to review some of the key characteristics and skills associated with entrepreneurship.

Think About It



What entrepreneurs do you know of in your community? What contributions are they making to your community?

One important point to note is that it is possible for virtually anyone to develop and apply entrepreneurial or enterprising skills. You can also be an entrepreneur by starting with/or running an entrepreneurial not-for-profit company – or a government department. You don’t have to set up and run your own business to be entrepreneurial or enterprising.

How About You?



Do you think you take an entrepreneurial or enterprising approach to your work? Do you take initiative? Are you creative? Do you look forward to making things better?

ENTREPRENEURIAL SKILLS

Entrepreneurs are go-getters. They are motivated to take action and make change. They can be counted on to “get things done”. The following lists indicate skills that are common to entrepreneurs.

Interpersonal Skills	Critical and Creative Thinking Skills	Practical Skills
<ul style="list-style-type: none"> • Willingness and ability to talk to others • Ability to listen and to understand what others are saying • Motivating others • Encouraging others • Negotiating and resolving conflicts 	<ul style="list-style-type: none"> • Ability to solve problems by evaluating a variety of solutions • Confidence to make a decision and act on it • Ability to set goals, plan how to achieve them and carry out the plan • Keeping records and being accountable for all actions undertaken • Ability to generate ideas and identify opportunities 	<ul style="list-style-type: none"> • Ability to follow instructions • Knowledge of specific tools such as computer literacy

Take a look at the skills listed above. Rate your top three (3). Be able to justify your response.

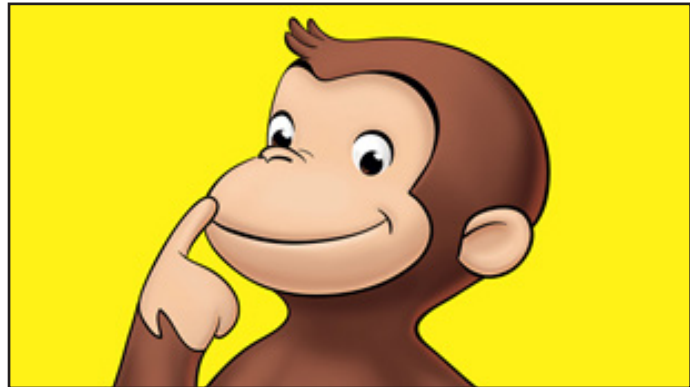
1. _____
2. _____
3. _____

CURIOSITY CREATES OPPORTUNITIES

Entrepreneurs tend to be curious. They usually ask a lot of questions. They are mindful of what is going on around them and what is not. They look at things in different ways as they gather information about problems and needs. These, in turn, create opportunities.

Curiosity is the basis for learning. According to Donald Latumahina from Lifehack, curiosity is important because:

- It makes the mind **active** instead of passive
- It makes the mind **observant** of new ideas
- It opens up new worlds and possibilities
- It brings excitement into your life

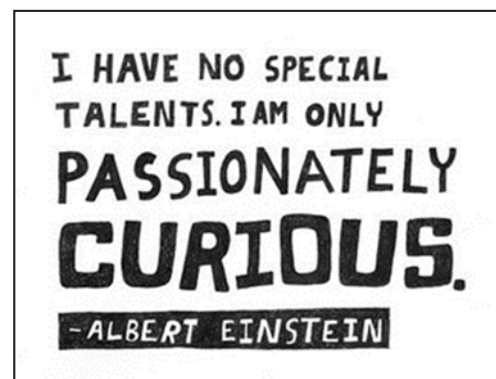


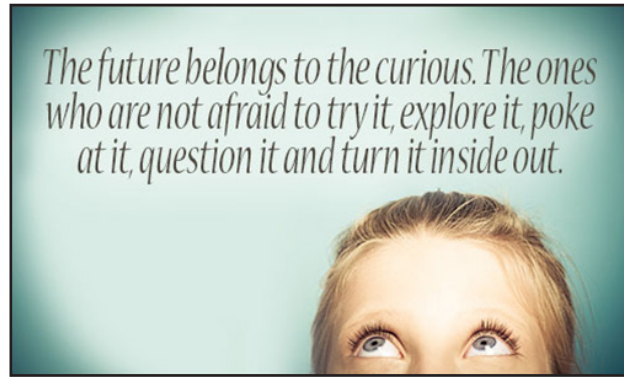
Reference: <https://www.lifehack.org/articles/productivity/4-reasons-why-curiosity-is-important-and-how-to-develop-it.html>

Source: <https://community.today.com/challenge/curious-george#>

Have you ever wondered.....	What if....
<ul style="list-style-type: none"> • Why hamburgers are usually round? • Why coffee is a popular early morning drink? • Why squirrels attack Christmas lights? • Why front doors need to look welcoming when they are rarely used? 	<ul style="list-style-type: none"> • Plastic bags were not allowed anywhere • Afternoon siestas were mandatory in school and work-place settings • Everyone carried their own cup

What have you ever wondered about?





Author unknown.

Source: <https://www.askideas.com/35-famous-curiosity-quotes-and-sayings/>

I Wonder

What if the sun is really a kite?
Is cereal afraid of the spoon?
I wonder if sandwiches get mad when you bite them?
What if the ocean is one big water bottle?
Do tires get tired?
I wonder if dragon flies dog paddle?
Do bubbles tickles everything they touch?
Is a fly a baby in the morning and an old man at night?
Does a grasshopper take hopping lessons?
I wonder if cars and trucks speak the same language?
Do windmills ever get tired?
Where are all the unicorns hiding?
I wonder if boy ladybugs are called boy bugs?
What do clouds taste like?
Do my toys miss me when I am gone?
How does a clock know what time it is?
I wonder if shoes feel sad when they don't fit me anymore?
Could there be a galaxy in my belly button?
I wonder if books read us, too?
What do stars do during the day?
Is wind made or born?
Do trees have dreams?
I wonder if teddy bears every cry?
Why don't shadows smiles when you smile?
I wonder how tomorrow knows how to get here?
I wonder why I wonder so much,
Because you are wonderful.

K. A Holt

DEVELOPING CREATIVE THINKING SKILLS

Innovators and entrepreneurs are creative. Problems become opportunities for inventions and solutions. What is creativity? Is creativity natural or learned?

What is creativity?

Creativity involves imagination. It is the thinking process that takes traditional things or ideas and looks at them in new ways. New ways may mean completely developing new products or services. New ways may just be clever revisions to previous products or services. ***Creativity, then, is an ability to invent or make new things.***

Is creativity natural or learned?

This is often up for debate. Surprisingly, we are all born with some creative traits. Unfortunately, as we transition through life, we tend to lose our creative spirits. This may be due to personal life experiences, schooling, and other influences in our lives. The good news is that creativity can be relearned by experimenting, questioning, exploring, and checking assumptions. Often this means looking at something differently. There are many ways to do so.

Creative thinking is not a talent; it is a skill that can be learned. It empowers people by adding strength to their natural abilities which improves teamwork, productivity, and where appropriate, profits.”

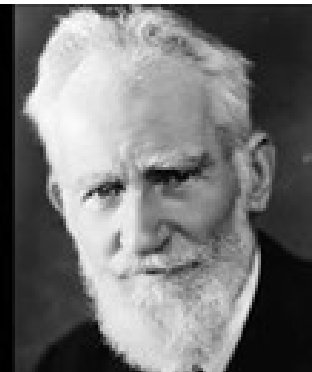
Edward de Bono

Author unknown

Source:<https://www.askideas.com/35-famous-curiosity-quotes-and-sayings/>

Some men see things as they are and ask why. Others dream things that never were and ask why not.
- George Bernard Shaw.

LeanLeader.org









In Meeting #3 you tried some strategies to boost your creativity. Which one did you like? Which one do you think you will use in the future?

THE SIX THINKING HAT TECHNIQUE FOR CREATIVE THINKING

The Six Thinking Hat technique was introduced by Dr. Edward de Bono who is regarded as the leading world authority in the field of creativity. He believed that there are six (6) modes of thinking. To focus thinking within each of these modes he created the concept of “thinking hats”. Each of the six “hats” is assigned a colour. These colours in turn represent different associations or thinking approaches. By wearing a certain coloured hat, real or imaginary, individuals or groups adopt different perspectives and fresh approaches. It is these that individuals use to look at a problem or question. The novel framework forces participants to go outside comfort zones and personal assumptions.

THE SIX THINKING HATS

	<p>The white hat is the information hat. It requires the wearer to seek out factual information related to the problem or question at hand. What is known about the problem or question? What is missing? The white hat is objective and implies no judgment of the value of the information.</p>
	<p>The red hat invites the wearer to focus on their intuition, gut reaction, and emotion. How do you feel about the problem or question? Although emotions and intuition are not easily explainable, feelings play an important role in thinking and decision-making. ¹</p>
	<p>The black hat is for judgment, to look at the potential negative outcome of a problem or question. It is an opportunity to be critical or skeptical.</p>
	<p>The yellow hat is devoted to benefits. Those who wear this hat think positively about possibilities and see merits in the ideas. This hat tends to be very optimistic.</p>
	<p>The green hat represents growth and creativity. It explores possibilities, alternatives, and new ideas. This hat allows for bringing forth all sorts of prospects and without reservations even though some may seem farfetched and highly undoable.</p>
	<p>The blue hat is the organizing hat. The person who wears the blue hat acts like a manager to control the group(s). By facilitating discussion and steering ideas towards the question or problem, the blue hat keeps the task focused. This hat may look at how a problem might be solved, or a question answered.</p>

Adapted from: Obront, Z. (April 18,2018). Use the six thinking hats to solve your next creative challenge. *Book Bites*. Retrieved from <https://medium.com/book-bites/use-the-six-thinking-hats-to-solve-your-creative-challenges-a6c1def15941>

Learn more about Edward de Bono and his ideas about Creative Thinking using the Internet. Here is a video to help you get started: *Edward de Bono on the A-Z of Creative Thinking in Business* <https://www.youtube.com/watch?v=Hu1WjHvwGUs>

HOW DOES BEING CREATIVE LINK TO BEING AN ENTREPRENEUR?

Coming up with ideas, generating possible solutions, and visioning opportunities can be fun and exciting. Implementing or executing requires the skills associated with entrepreneurial ventures. Being creative is an underlying foundation.

How can developing curiosity and creativity be applied to daily living?

ENTREPRENEURS OBSERVANT AND OPEN TO OPPORTUNITIES

People purchase goods and services to satisfy their **needs and wants**. Needs and wants may be physical, social, or psychological. By identifying a target market and the associated wants and needs of that market an entrepreneur is better able to develop their ideas. This will help in promoting their products or services, too.

Is a TEDDY BEAR a WANT or a NEED?

What is a WANT?	What is a NEED?
Can you think of an entrepreneur who responded to a "want"?	Can you think of an entrepreneur who responded to a "need"?

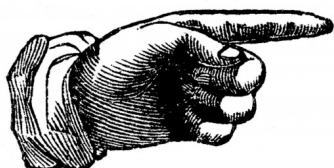
Entrepreneurial success rests on responding to good opportunities. Good opportunities are needs and wants that can be satisfied in a new or better way or as a problem that must be solved. A good idea may be just that. If few want it, or need it, or see it is a problem, chances of entrepreneurial success are low.



TEN (10) WAYS TO WATCH FOR OPPORTUNITIES

	Can you think of an example?
1. Watch for trends, patterns and changes before others notice.	
2. Look for small things. Some of the best opportunities are those little things that get overlooked by others.	
3. Combine two or more ideas. Whoever thought of combining a café with a bookstore? What about the Canadian who put pineapple on pizza and became a financial success?	
4. Talk with people. Find out what their wants and needs might be.	
5. Look at “why” people buy something rather than “what” they are buying. What are their wants and needs?	
6. READ! Keep on top of things going on around you. Read newspapers, magazines, and flyers. Be aware of needs and wants in your community.	
7. Look for new uses for old products. Have you seen fashionable upcycled pieces of clothing?	
8. Watch for ideas that others have had but can be improved.	
9. Look for things that are not working.	
10. Look for things that are working elsewhere. Non-profits watch for fundraising ventures to try in their area.	

INTRODUCING....



THE PROBLEM-SOLVING PROCESS

1. Identify a problem. How does that problem become an opportunity?
2. Generate ideas to meet the opportunity.
3. Evaluate options to come up with the best solution to the problem.

TRY IT!

Identify a problem.	
How does the problem become an opportunity?	
Generate at least three (3) ideas to meet the opportunity.	
How can these ideas be evaluated to come up with the BEST solution to the problem?	

BEFORE MEETING #4

Entrepreneurs are observant to changes in society. Long-term changes are referred to as **trends**. Short-term changes are **fads**. Do a little research to examine one of the following trends or one of your choice. Be able to describe the trend and where you see an opportunity for one or more ventures. Try to come up with two (2) or three (3) ideas that might benefit from the trend.

For example:

TREND	OPPORTUNITIES	IDEAS
Concerns for the Environment/Sustainability -specifically, food and textile waste	Upcycling New food products that use food scraps	Mittens made from used sweaters and sweatshirts Potato skin chips

Trending...

- Aging Baby Boomers
- On-Line Shopping
- Eco-friendly lifestyles
- Changing concepts about families
- Reliance on technology
- Interracial marriages
- Health and wellness consciousness

What have been some recent fads?

What other trends do you see?

How have entrepreneurs taken advantage of these?

The TREND that I looked at...	OPPORTUNITIES that I identified...	IDEAS that might solve the problem....

WORKING WITH OTHERS – DEVELOPING SOCIAL SKILLS

Social skills are the abilities that people use when interacting with others. It has been said that the effective use of social skills is an investment in **social capital**. Entrepreneurs who have a good command of their social skills are usually more successful. In starting and managing their entrepreneurial ideas they must get along with others that they work with. Those people might be suppliers, bankers, investment people, employees, and of course, clients or customers.

Social capital

Social capital may be described as the “glue” that holds society together. According to Investopedia, it is the positive product of human interaction where shared values allow individuals to work together to achieve a common purpose and to live harmoniously. In business, shared values and mutual respect will go a long way in developing positive relationships, work atmosphere and customers.

See: <https://www.investopedia.com/terms/s/socialcapital.asp>

Entrepreneurship is the ability to interact with people well and solve problems.

Mark Greenberg

Some social skills that might be important for entrepreneurs and ANYONE, for that matter!

- Greeting others with smiles, handshakes, and other culturally appropriate gestures
 - Being respectful in making introductions
 - Communicating effectively in verbal, non-verbal and written form
 - Being gracious in handling “no”
- Using considerate conflict resolution strategies
 - Using good manners
 - Expressing feelings assertively and politely
 - Engaging in conversations with interest and empathy

Which social skill do you think is the most important? Why?

WHAT SOCIAL SKILLS MAY HAVE BEEN IMPORTANT FOR THESE ENTREPRENEURS?

<p>Farmer Mike</p> <p>Mike was a market gardener. He sold fresh strawberries and other fruits and vegetables at several Farmers' Markets in his area as well as from his farm location. Strawberries are a very perishable food. He was dismayed at the food waste that he saw when all the berries did not sell in a day. He did not like losing the dollars spent in production and labour costs either. The problem became an opportunity. He launched the idea of making jam. The idea meant learning how to do this. It was a big leap for this person who really just liked growing strawberries despite the challenges of weather, insects, marketing and more. With his team, they navigated the ups and downs. Eventually the strawberry jam became market worthy. Pickled beets, pickles, chili sauce and relish soon followed.</p>	<p>Joseph Armand Bombardier saw snow as an inevitable problem for travelling. He lived in a small rural community of Valcourt, Quebec where snow and isolation brought life to a halt in the long winter months. From a young age he dreamed of a machine that would make travelling in the winter easier and isolation resolved. At the age of 15 he toyed with an automobile by removing the engine and attaching an airplane propeller to where the radiator fan would go. The propeller driven machine was very bulky and awkward. His horrified father, worried that the machine was too dangerous, ordered it dismantled. But Bombardier persisted. One day after pondering the tracks a sleigh made in the snow, he changed the front wheels of a car for skis and put them closer together so that the vehicle could run in the sleigh tracks. He also added extra wheels in the back and strapped on chains. This contraption did not work that well, but he continued to play with other mechanical devices. At times, his creations were part car, part airplane and part sleigh. In 1934 a personal family tragedy convinced him that he had to find a way to travel in snow and wintery conditions. His young son was diagnosed with appendicitis and needed surgery in the closest hospital in Sherbrooke, about forty (40) kilometers away. But the snowdrifts were too much. His son died. In 1935 he devised a way that would provide power and traction in snow and at a reasonable cost. In 1937 Joseph brought his first commercial snowmobile to the marketplace.</p> <p>For a video clip, click on this link: Groundbreaking inventions from small-town Canada CBC Television</p>
<p>C. R. Plastics</p> <p>What started as a way to save the environment has, through innovation and design, turned recycled plastic into an array of plastic outdoor furniture. See <i>How C.R. Plastics Built A Global Furniture Empire</i>:</p> <p>https://www.canadianbusiness.com/lists-and-rankings/profit-500/2016-c-r-plastic-products/</p> <p>C. R. Plastic Products https://crproducts.com/</p>	<p>Traci Costa</p> <p>Frustrated by the lack of movement in kids clothing, Traci Costa set about to re-design and construct more suitable products for kids. Initially Peakaboo Beans was found in speciality children's stores in Vancouver B.C. The business now operates through direct on-line sales.</p> <p>Learn more about Peakaboo Beans and Traci Costa's story at https://www.canadianbusiness.com/innovation/peekaboo-beans-direct-sales/ and at https://www.pkbeans.com/.</p>

Anna Cote was concerned with nutrition in her home community of Maniwaki, Quebec. She took her idea of selling and teaching about healthy food options within the Anishinabe First Nations community to the 2017 Powwow Pitch where she won a cash prize that allowed her to open the Birch Bite restaurant, and catering business. Her business now offers Minobideg Learning where partnerships explore environmental science and earth stewardship from an Indigenous view.

Learn more about Anna and Birch Bite through these links: www.thebirchbite.com/

[Startup Canada | Pow Wow Pitch, a Startup Canada Production](#)

<https://www.cheftawnyabrant.com/post/these-indigenous-female-restaurateurs-in-canada-are-making-waves-in-their-communities>

WHAT DO YOU REALLY KNOW ABOUT COMMUNICATION?

Check these out!

[\(2\) The Communication Process Model Captioned - YouTube](#)

[\(2\) Forms of Communication - YouTube](#)

[\(2\) 10 Barriers to Effective Communication - YouTube](#)

*This video clip as an age old classic about miscommunication. Abbott & Costello in Who's on First?

<https://www.youtube.com/watch?v=2ZksQd2fC6Y>

Communication, Conflict Resolution, Teamwork, and Decision Making involve a number of social skills. From the activities conducted during Meeting #4 and from your own experience list two (2) or three (3) important points to remember for each.

COMMUNICATION	CONFLICT RESOLUTION
TEAMWORK	DECISION MAKING

Self-control may be described as the ability one has to regulate their emotions, thoughts and behaviour despite temptations and impulses and therefore, to respond appropriately. It is a sign of maturity.



How do you think you would have handled the Marshmallow experiment?

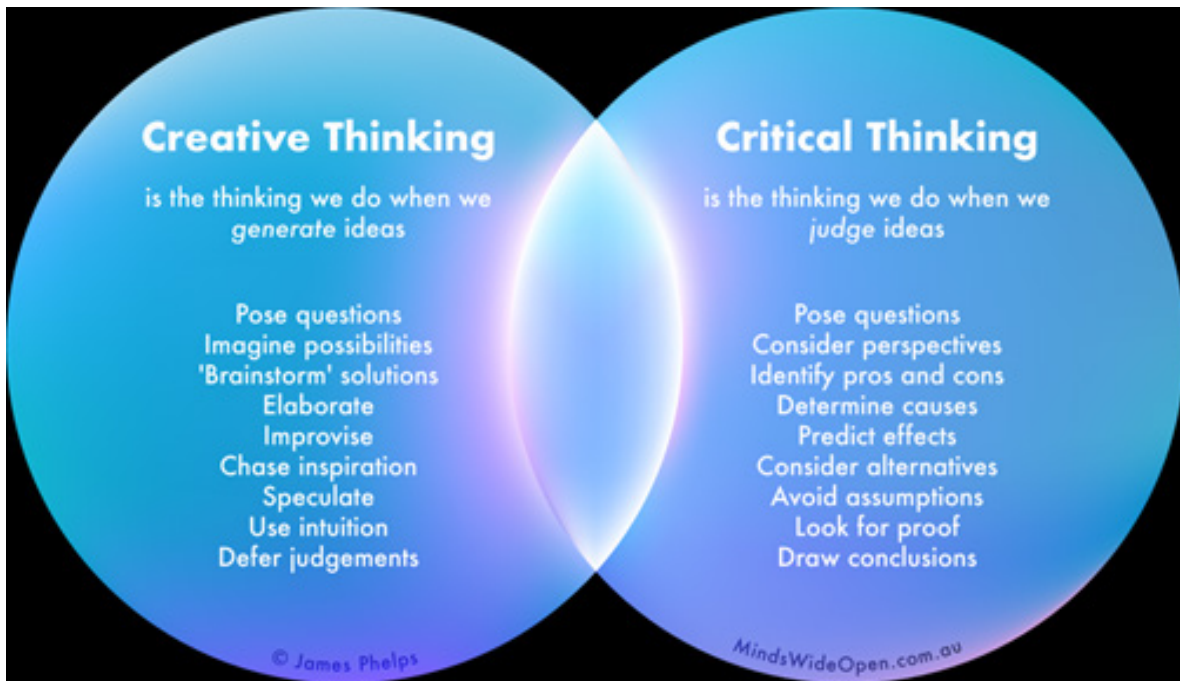
- Think of a time when you or someone you know showed self-control.
- Think of a time when you or someone you know did not show self-control.
- Think of times when exhibiting strong self-control abilities would be important for an entrepreneur.
- On a scale of 1 to 10 with 10 being highest, where do you think you are at in measuring your ability to control emotions and behaviours? _____
- How can we all practice ways to improve our self-control?

Entrepreneurs are Problem Solvers

Most people can see what is wrong in the world and often stop at identifying the problem. Entrepreneurs recognize the problem, then move past the problem by seeing the solution as a possible market opportunity.

ASSESSING OPPORTUNITIES AND IDEAS

Like problem solving, assessing opportunities and ideas involves creative and critical thinking. While creative thinking is different than critical thinking, the concepts overlap as in this illustration:







Source: <https://www.thynk.com.au/critical-thinking.html>

Creative thinking means generating something new while critical thinking is judgemental and analyzes information in clear, logical ways. The two concepts compliment one another and sometimes are associated with right brain and left brain thinking.

THE EXPLORER – THE ARTIST – THE JUDGE- THE WARRIOR

Roger von Oech in his book, *A Kick in the Seat of the Pants*, explained creative and critical thinking as the playing of different roles or characters. Two (2) roles suggest creative roles and two (2) critical roles. Each has a different purpose and involves different skills.

<https://www.oventhal.com/blog/2019/4/8/a-whack-on-the-side-of-the-head>

<p style="text-align: center;">The Explorer</p> <p>This role uses curiosity. When seeking new information think “outside the box”. Be like a detective. Pay attention to details yet consider the bigger picture. Look for patterns and try putting u as together.</p> 	<p style="text-align: center;">The Artist</p> <p>This role creates new ideas by asking what-if sorts of questions and experimenting by looking at things in different ways. As an artist plays with textures, colours, mediums so should entrepreneurial artists do the same.</p> 
<p style="text-align: center;">The Judge</p> <p>In this role assessment and evaluation analyze the ideas in logical and thought-provoking ways. Question assumptions. Is the timing, right? What might be wrong with the plan?</p> 	<p style="text-align: center;">The Warrior</p> <p>Here ideas are put into action.</p> 

RECALL - The Problem-Solving Process

1. Identify a problem. How does that problem become an opportunity?
2. Generate ideas to meet the opportunity.
3. Evaluate options to come up with the best solution to the problem.



The **Explorer** is at work when we pursue information. In the **problem-solving process**, the Explorer clearly defines the problem and the opportunity. The Explorer uses different ways of gathering information. Remember de Bono's Thinking Hat approach from Meeting #3. The Explorer might be best linked to White Hat and Red Hat thinking. Looking at the problem or opportunity from different perspectives will help in the realization that there are likely many possibilities. The Explorer is curious and should be constantly searching, asking questions, probing, and seeking information from a variety of sources.

Here are some ways to develop your Explorer. **Rate your top three (3):**

- Talk with people, listen to their needs and wants
- Quietly observe distinguishing facts from feelings
- Try something you have never tried before
- Make lists of problems you encounter, keep a journal
- Daydream
- Change up your routines – what do you notice?
- Read. Visit the library often. Scan magazines and newspapers. Be aware of what is going on around you.



The **Artist** is best associated with Green Hat thinking and the second step in the **problem-solving process**. The Artist takes the information the Explorer has provided and generates a variety of creative options. By using imagination and creative thinking skills, the Artist “plays” with unlikely combinations and uses a variety of ways and “what ifs” to come up with an idea. Inventors are creative people who love to design, build, and experiment but not necessarily carry their ideas through to a business.

Here are some ways to develop your Artist. **Rate your top three (3):**

- Collaborate with others to develop new or improved ideas
- Challenge right brain thinking by playing games, reading out loud, doodling
- Brainstorm
- Mind Map
- Word cluster
- Word Association
- Playing “What-IF”
- Visualize

The **Judge** critiques and plays the role in the third step of **the problem-solving process**. Using critical thinking skills, the **Judge** analyzes options. The **Judge** is best associated with the Black Hat and Yellow Hat thinking. The Black hat tends to be skeptical and logical whereas the Yellow hat is positive and encouraging. The **Judge** will ask questions such as:

- Is this the right time for the idea?
- What are the pros and cons of the idea?

- Where might there be challenges in developing the idea?
- Are there the resources to do this?
- Is this really an opportunity?
- Will there be a demand for this product or service?
- Does location matter?
- Do you have enough solid, reliable, accurate information?
- Has this idea been tried before? If so, what happened?
- Are there any risks associated with this idea?

SUPPLY AND DEMAND

The Judge may have to consider the laws associated with Supply and Demand. Simply, supply is the amount of goods or services available. Demand is how badly a good or service is wanted. Sometimes seasonality may affect supply and demand. It is pretty hard to sell snow boots in July, for example. When the supply of a product or service goes up, the price goes down. When the supply goes down, the price goes up.



For more information see:

- *Introduction to Supply and Demand*: https://www.youtube.com/watch?v=720uyg0Dd_M
- *Supply and Demand Explained in One Minute*: <https://www.youtube.com/watch/GqeRnxSuLFI>

SWOT ANALYSIS

A useful tool for The Judge is a SWOT Analysis. This is a framework that examines Strengths, Weaknesses, Opportunities and Threats.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

Identify either an issue or challenge that you see in 4-H, or at school, or in the community OR a venture that you are thinking of exploring. Conduct a SWOT analysis. Be prepared to share your analysis.

Issue or Challenge: _____

OR Possible Venture: _____

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS



The **Warrior** is the entrepreneur, the agent of change, who transforms the final idea or solution into reality by actually producing the good or service and delivering it to those who need it or think they need it. The Warrior is best associated with Blue Hat thinking. Blue hats are the organizers and producers. They have the ability to pull all the pieces together to turn a dream into a real thing.

WHAT HAVE YOU LEARNED ABOUT ENTREPRENEURSHIP THUS FAR?

<input checked="" type="checkbox"/>	_____
<input checked="" type="checkbox"/>	_____
<input checked="" type="checkbox"/>	_____
<input checked="" type="checkbox"/>	_____
<input checked="" type="checkbox"/>	_____
<input checked="" type="checkbox"/>	_____
<input checked="" type="checkbox"/>	_____

Blake Mycoskie

After a trip to Argentina in 2006, Mycoskie became the chief shoe giver and founder of TOMS Shoes, investing \$300,000 of his own money in the company. TOMS pledged to donate one pair of shoes for every one sold, and now expands the “One-For-One” campaign



to support water, sight, birth, and anti-bullying initiatives. Through the TOMS brand, Mycoskie has raised awareness about issues like global poverty and health. As of 2019, the organization had provided people in developing countries with 95 million pairs of shoes and more than 722,000 weeks of safe water. Moreover, the TOMS Eyewear program has helped to restore sight in more than 780,000 individuals by giving recipients prescriptive glasses or surgery.

Photo Source: <https://medium.com/@glavery0827/this-is-a-social-entrepreneur-f6456bf767b2>

Source: <https://www.investopedia.com/articles/investing/092515/10-most-successful-social-entrepreneurs.asp>

INVITE FURTHER RESEARCH

For More Fascinating Stories about Social Entrepreneurs, Social Entrepreneurship and Social Enterprise conduct an Internet search. Here a few sites to get you started:

Lambton College Enactus National presentation: <https://www.youtube.com/watch?v=2zvaotHAijY>

The Raw Carrot: <https://therawcarrot.com/>

15 Social Entrepreneurs and Their Crazy Ideas (Rainer Höll, Ashoka DE) | DLDsummer 16 - YouTube

THE MARKETING MIX – THE 4 P’S OF MARKETING

Understanding the components of **The Marketing Mix** is essential for planning business start-up and later in the marketing of the venture. When planning a venture, conducting **Market Research** is critical to predicting the likelihood of the success of the business. If seeking financial resources, an entrepreneur needs to show solid proof that there really is a market for their intended product or service.



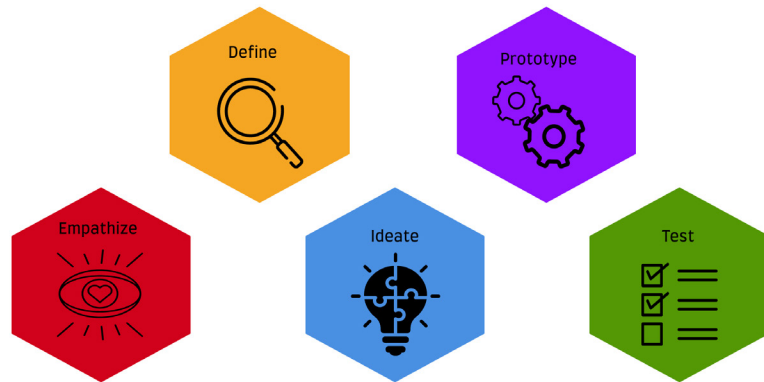
PRODUCT	PLACE	PRICE	PROMOTION
Is the product or service something customers will want to purchase?	Where will the product or service be made available?	How much are customers willing and able to pay for the intended product or service?	How will customers be made aware that the product or service is available?
Who will be the target market?	Is some sort of distribution system needed?	What are the costs to produce the product or service?	How will the product or service be designed to catch the attention of the target market?
Describe the characteristics of the intended target market.		How much profit is expected?	Is there a best time to promote?
What benefit will the product or service serve?		What do competitors charge?	Are there environmental or social connections?
How will the product or service meet the needs of the target market?			
What does the product or service look like?			
What are the unique features of the product or service?			
How does the product or service compare to others?			

DESIGN THINKING

Design thinking is perhaps a newer approach to solving problems but with similarities to the problem-solving process. It has been described as *a human centered approach* since it begins by delving into the human needs by first empathizing and then defining the problem from a humanistic perspective. Ideas to solve the problem are generated using a wide variety of creative thinking techniques. Finally, a prototype response is built and tested. Design thinking is favoured by individuals and companies to solve complex problems.

The Design Thinking Process:

1. Empathize
2. Define
3. Ideate
4. Prototype
5. Test



Empathize

Gain an empathic understanding of the problem to be solved by observing, listening, and talking with people to understand their needs, motivations, and challenges.

Define

Analyze and synthesise the extensive amount of information collected in the Empathize stage to clearly define the problem. It is best organized in a problem statement and from a human-centred manner. Instead of stating the problem from your own need or wish, state the problem from a humanistic way. For example: Our 4-H club wants to sell something at the fair. Change to: Fairgoers in September often need something cold and refreshing.

Ideate

Now with a solid foundation of information and direction, use creative thinking techniques such as brainstorming, thinking hats, etc. to generate solutions.

Prototype

Design teams now create prototypes that may provide solutions to the identified problem. This is an experimental process whereby prototypes are tested and refined to create the ideal solution. By the end of this stage constraints and challenges of using the new product or solution from a new user point of view should be evident.

Test

The final product is thoroughly tested and refined to meet the needs of the end users.

Note: The process for design thinking may appear linear but it is not. Very often stages of the process must be revisited.

For more about Design Thinking:

Interaction Design Foundation: <https://www.interaction-design.org/literature/article/5-stages-in-the-design-thinking-process>

Careerfoundry: <https://careerfoundry.com/en/blog/ux-design/what-is-design-thinking-everything-you-need-to-know-to-get-started/>

What is Design Thinking? An Overview (2020): <https://www.youtube.com/watch?v=gHGN6hs2gZY>

TRY IT!
Check out Fusion 360 to see how technology can play a role in Design Thinking.

Elevator Pitch

An **elevator pitch** is a quick speech about yourself. The name comes from the length of time it takes for a short elevator trip. A well developed and practiced elevator pitch can be used in interviews, networking, first day at a new job, etc. The pitch needs to be brief – 30 – 60 seconds. Highlight who you are and what you do. There is no need to delve into your past, there is no time. Be persuasive. Spark interest into what you may offer. Avoid rambling. Remember non-verbal communication says so much. Practice. Talking to yourself in front of mirror is a good way. Here is an example:

Hi there. My name is Will. I am an illustrator. I really like to create illustrations for print materials, websites, and presentations. I know how important designs are on social media and welcome the challenges.

Presenting a positive image is important in business and in personal life. First impressions do count! Prepare an **elevator pitch** about YOU.

Some key points to keep in mind:

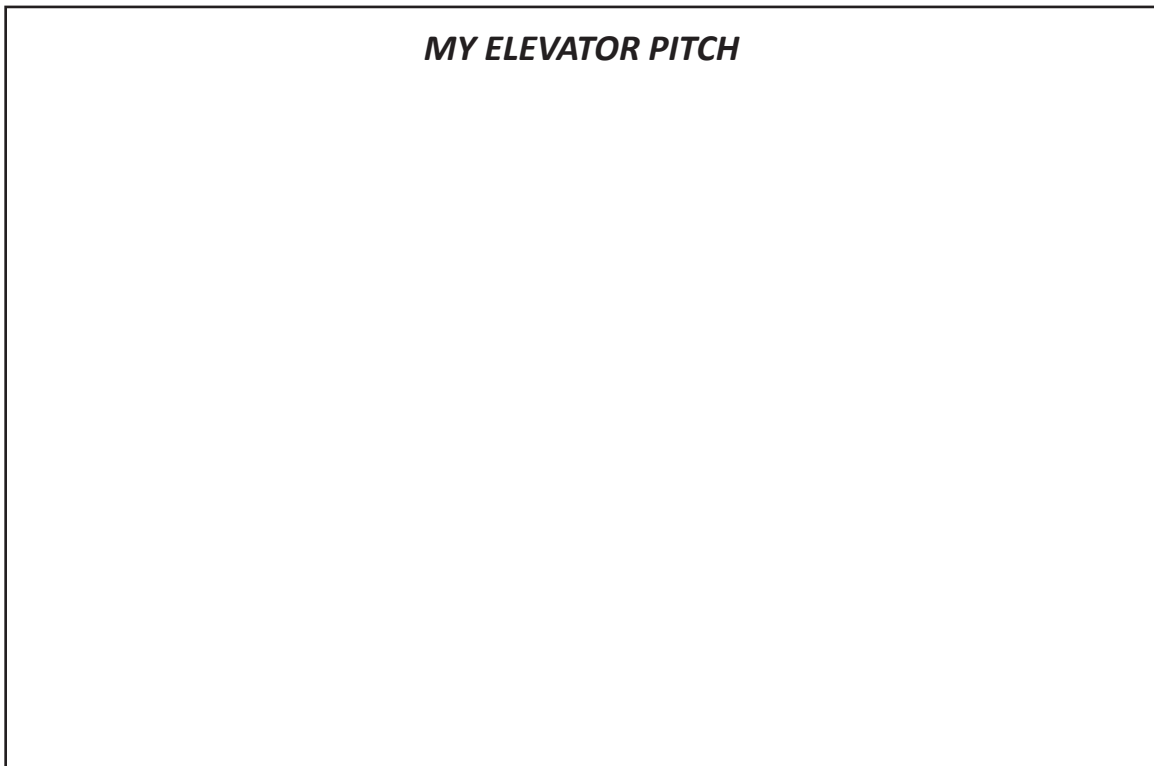
- Keep it short
- Use no more than three (3) key points
- Consider your most impressive accomplishments, skills or areas of interest.

This template might help you in planning your elevator sales pitch:

My characteristics	My talents/Skills	My interests	My accomplishments
E.g. honest	musical	agriculture	athletic awards in hockey and soccer

Practice before Meeting #6. Time yourself. Sixty (60) seconds is not long. Being able to present oneself well goes a long way in promoting yourself and creating a positive image.
Selling: Communication and Marketing Knowledge and Skills

MY ELEVATOR PITCH



Entrepreneurs need to be able to sell their products and services. Sales are made by *selling solutions*. Know how your product or service benefits the buyer. Here are some guidelines:

1. Know the unique features of your product or service. Think about what makes the product or service great and why a customer would need to make the purchase.
2. Explain the benefits of the product or service and how it meets the needs and problems of the customer. For example, a dog walking service for seniors in the winter keeps the elderly safe and contributes to their well-being because pets are loving companions and often counteract loneliness and isolation.
3. Know the needs and wants of your customer by asking questions. Help the customer make the decision by asking for the sale.
4. Remember body language and tone of voice can say a lot more than your words.



**COMMUNICATION SKILLS
COUNT!**

VERBAL COMMUNICATION

Speaking is one of the most effective ways to communicate and express yourself. The words one chooses, the sounds, the emphasis all contribute to the message and how it is received.

NON-VERBAL COMMUNICATION

Non-verbal communication is really everything you do outside of verbal communication. It is those hand gestures, facial expressions, eye contact and the way you stand or sit. Some research indicates that communication is more than 90% nonverbal.

LISTENING

Listening is a powerful communication skill. Good listeners are the best communicators. By listening actively, you show your empathy and care. You learn the needs and wants of your customer so that you can better customize your sales approach to benefit both you and the customer.

Active listening means being fully engaged in what the other person is saying. That means withholding judgement or giving advice, asking questions, reflecting back, asking for clarification, and summarizing what you understand has been said. It involves patience in allowing wait times. There is no need to finish sentences or fill in periods of silence. Non-verbal skills such as smiling, nodding, and appropriate body language are all part of active listening.

See Active Listening Infographic page 12.

CONFIDENCE

The image that you present will go a long way in selling and in life. How you look, how you feel, and how you express yourself plays a huge role in being successful. You need to believe in yourself – you can do this. A confident person portrays trust and ability. Buyers will feel confident in return that their wants and needs are being met. Strong communication skills enhance confidence. Be ware, however, that cockiness or arrogance will not be tolerated by potential customers or people you interact with in daily life.

— — — — —
|
| **Arrogance** – an attitude of superiority manifested in an
| overbearing manner or in presumptuous claims or assumptions. |
|
| Merriam-Webster Dictionary |
|
— — — — —

Have Some Fun!

Knowing what you now understand about selling and communication skills, try “selling” a family member or friend a household item such as a loaf of bread, a spray bottle of hand sanitizer or a baseball bat.

How did you do?

A skill I seem to do well

A skill I need to work on ...

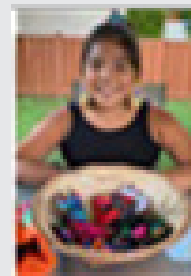
MARKETING MAGIC

Marketing is a fascinating study. For entrepreneurs, marketing is key to the success of a venture. It begins with market research and identifying target markets. It involves understanding each of the “P’s” of a venture – product, place, price and promotion. How a product or service is designed, presented, promoted, priced, distributed and sold is interdependent with the marketing strategy. Strong communication skills are a must!

Mya Beaudry

Meet Mya Beaudry, a young entrepreneur, and the creator of Kokom Scrunchies. She uses social media to promote and sell her product. In 2020, she pitched her business in Pow Wow Pitch and won a prize that she will use to grow her business. Read about Mya.

- Identify her target market.
- Describe her product.
- Check out how she promotes her products.



Source: CityNews
Ottawa

Here are some websites to help you get started:

For Mya Beaudry, scrunchies are a way to honour inspirational, Indigenous women: For Mya Beaudry, scrunchies are a way to honour inspirational Indigenous women | CBC News

Mya Beaudry: Kokom Scrunchies-A Colourful and Unique Business, A Talented Algonquin Entrepreneur: Talks With A Fox Podcast - Mya Beaudry: Kokom Scrunchies - A Colourful and Unique Business, A Talented Algonquin Entrepreneur on Stitcher (podcast)

Pow Wow Pitch: WINNERS | Pow Wow Pitch

What's in a Name?

The name of your business is an important part of the image you create and in the marketing of your product or service. The name needs to reflect what the business is about. A catchy name that is easy to recognize and remember will serve the entrepreneur well.

The Government of Canada suggests the following when choosing a name for your business:

- Be sure it reflects the product or service you offer or you may confuse prospective customers
- Think about how you want your business to be perceived
- Pick something that is easy to pronounce and remember
- Make it unique and distinctive to avoid confusion and legal issues <https://www.canada.ca/en/services/business/start/choosing-a-business-name-1.html>

Here is suggested video: How to choose a name for your business:

<https://www.youtube.com/watch?v=XGMHVArhtQ>

MARKETING TERMINOLOGY

Market – The real or possible buyers who create a demand for a product or service.

Niche market – a specific segment of the market. Instead of marketing to everyone, an entrepreneur only caters to one group. For example, marketing to sports enthusiasts is huge but marketing to those who hike is a specific group or niche.

Market pulled entrepreneurship – when a problem or unsatisfied want or need is identified and then an idea is developed to solve the problem or satisfy the want or need.

Market segments – groups of the population with common characteristics such as demographics (age, gender, income), geographic locations, psychographic (attitudes, values, behaviours) and consumption patterns.

Market research – systematic and objective ways of gathering, recording and analyzing information that relates to potential markets for an intended product or service

Marketing mix – the 4 “P’s” – knowing and understanding the product (or service), the place (distribution), price and promotion. Sometimes “people” are distinguished in the mix.

Marketing strategy – An overall plan of the entire marketing process which may involve market research, advertising, promotion, packaging, distribution, sales and services.

Persuasion is an art.

Terry O’Reilly

TRY IT!

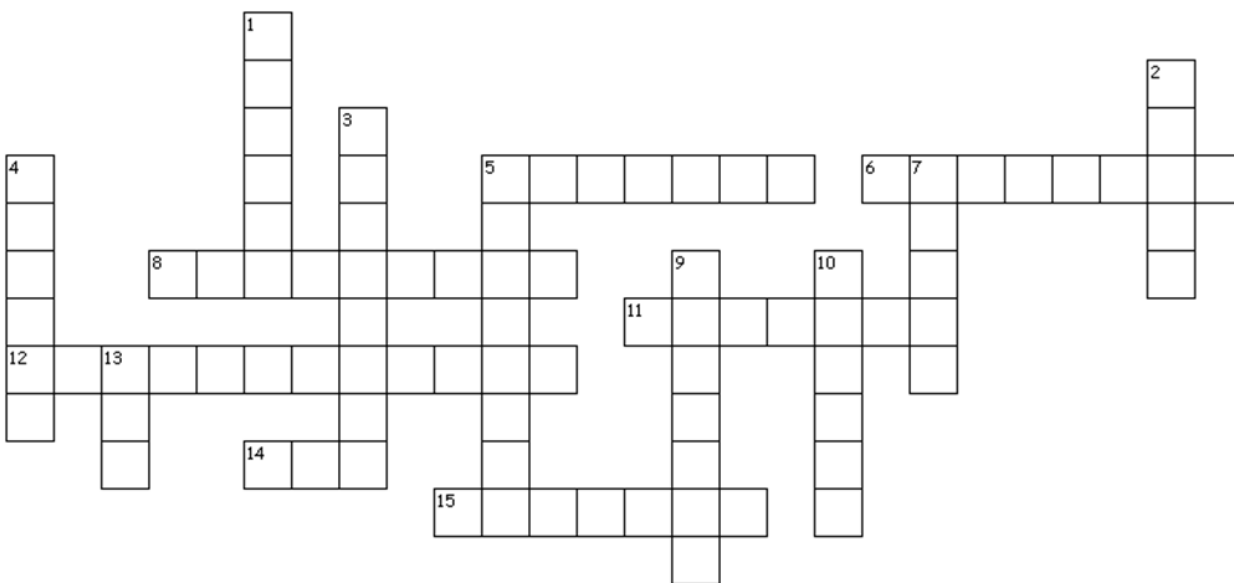
Terry O’Reilly is a well-known broadcaster, author, and marketing guru. He and his team delve into advertising and marketing and offer thought provoking insights into what he calls, the art of persuasion. Check out his books, podcasts, and radio show, *Under the Influence* at <https://terryoreilly.ca/>

THE BUSINESS OF BEING AN ENTREPRENEUR

As we have learned, an entrepreneur is one who organizes, manages, and assumes the risks of a business or enterprise. There is a lot to being an entrepreneur! Taking a problem and turning it into an opportunity, coming up with a means to solve the problem and then creating a way to develop the new product or service and sell it depends on motivation, aptitudes (natural abilities and skills), and attitudes. While entrepreneurs look to start and build successful businesses, entrepreneurial knowledge and skills can also be applied to many daily life ventures.

A knowledge and understanding of business in general is a good thing to know.

Across	Down
5. money or property owned by the business	1. person who volunteers to help business owner
6. movement of money in and out of business	2. total of all products and services sold before expenses
8. a set of planned activities designed to convince consumer buying	3. payment for the use of someone else's money
11. money received from sale of products and services	4. defined segment of the market
12. person who organizes and manages a business	5. person who buys products and services
14. total revenues less total expenses	7. something of value
15. something made and sold on the market	9. the sale of one's time, skills and expertise
	10. money earned by sale of products and services
	13. percent of business income used to support public services



A RECIPE FOR BUSINESS PLANNING

Think of the components of a well-written recipe. There should be a description along with detailed lists of needed ingredients, equipment, and the method.

Name of the Business	
The Purpose of my Business (Why is this product or service important? Who is best served by the product or service?)	
My Product or Service (Describe what exactly you are making or doing.)	
Place (Where will the product or service be located)	

<p>Price</p> <p>(What price to you expect to charge? What do you expect your expenses to be? How many units to you expect to sell?)</p>	
<p>Materials</p> <p>(What ingredients or resources do you need to start your venture?)</p>	
<p>Process or Method</p> <p>(What are the basic steps to creating your product or service, promoting, distributing, and selling.)</p>	

WHERE ARE YOU AT IN YOUR ENTREPRENEURIAL JOURNEY?

Undertaking any sort of venture requires many personal abilities and skills. It is good to take inventory. What abilities and skills do you believe you have? Think about ones that you have that may pertain directly to school, 4-H, sports, part-time work and/or community involvement.

Think about the abilities and skills that you are developing. For example, in this project you will have learned and practiced more about communication and conflict resolution. These are important skills when developing any kind of venture.

ABILITIES AND SKILLS INVENTORY

ABILITIES AND SKILLS I FEEL I NOW HAVE			
	Excellent	Good	Fair
e.g. Swimming		✓	
Computer skills			✓

ABILITIES AND SKILLS I FEEL I AM WORKING ON	
ABILITY/SKILL	WHAT I AM DOING
e.g. selling	Working at Local Hardware on Saturdays

ABILITIES AND SKILLS I HOPE TO LEARN
e.g. public speaking and making presentations

You might like to try this one, too: *Entrepreneurial Potential Self Assessment*: [Self-assessment, test your entrepreneurial potential | BDC.ca](#)

There are many **essential skills** that entrepreneurs need. These develop through taking on ventures of many kinds. A successful entrepreneur does not need all these skills. Many of the skills can be taken on by people involved in the venture. For example, financial management is often delegated to a trained bookkeeper and accountant. Where are you at with these essential skills?

ESSENTIAL SKILLS FOR ENTREPRENEURS

<ul style="list-style-type: none">• Planning• Organizational• Decision- Making• Interpersonal• Communication• Leadership	<ul style="list-style-type: none">• Financial management• Research• Recruitment• Record keeping• Time management• Marketing• Selling
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Completion of the PERSONAL SKILLS REPORT is a requirement of the project.

PERSONAL SKILLS REPORT

Essential Skill	What Have I Learned	What do I still need to do?
<p style="text-align: center;">Planning</p> <p>(putting together plans, following them, adapting them, being able to set goals and follow through)</p>		
<p style="text-align: center;">Organizational</p> <p>(being able to organize information, money, people, and resources)</p>		
<p style="text-align: center;">Decision Making</p> <p>(having a decision-making process usually clearly defining a problem, gathering information, identifying options, analyzing pros and cons of those options to come to a conclusion)</p>		
<p style="text-align: center;">Interpersonal</p> <p>(relating well to others and being sensitive to their needs, instilling motivation, exhibiting flexibility, negotiating, and resolving conflicts)</p>		
<p style="text-align: center;">Communication</p> <p>(oral and written, demonstrating active listening)</p>		
<p style="text-align: center;">Leadership</p> <p>(developing a good team to support and carry through the venture)</p>		

<p>Financial Management</p> <p>(understanding costs, cash flow, financing, record keeping, etc.)</p>		
<p>Research</p> <p>(being able to locate and gather information, use reliable sources, organize, analyse, synthesize and report)</p>		
<p>Recruitment</p> <p>(ability to identify, locate, interview people to assist in the venture)</p>		
<p>Recordkeeping</p> <p>(having a system that keeps information, financial and otherwise, that is accessible and accurate)</p>		
<p>Time management</p> <p>(an ability to organize productivity)</p>		
<p>Marketing</p> <p>(ability to identify target markets and respond effectively through the marketing mix)</p>		
<p>Selling</p> <p>(ability to present in a convincing way how a product or service meets the needs and wants of a customer)</p>		

YOUTH VENTURE RESOURCES AND PROGRAMS

The Internet provides a wealth of resources for youth entrepreneurs. Many services exist in local communities. 4-H members are encouraged to see what is available. Check out the library. Contact the offices of your MP and MPP. The following is just a start:

Business Development Centres (there are a number across Ontario, too): <https://www.bdc.ca/en>

Start a Summer Company: <https://www.ontario.ca/page/start-summer-company-students>

Government of Canada: <https://sbs-spe.feddevontario.canada.ca/en/youth-entrepreneurship-guide>

A Final Thing to Think About

You live in a country where you can act on an idea if you have the passion, energy, and willingness to work hard. You can go against the norm. There are many societies that do not have that freedom.

GLOSSARY

Budget – the estimate of how much money will be needed to cover all necessary expense within a certain period of time

Business Plan – a written breakdown of your goals, your ideas on to achieve them and the resources you need to make them happen

Creativity – the ability to use your imagination to think up original and innovative solutions, situations, or products

Curiosity - a desire to discover, know and learn from the world around you

Entrepreneur – a person who takes a risk in creating an innovative business idea then moves to organize, manage, and build their company around it

Expenses – money spent in order to start your business and keep it running

Flexibility - a readiness to adapt to new, different or changing requirements

Focus group – a gathering of people to survey

Gross profit – your total earnings before subtracting the cost of your expenses

Interest – a percentage of money borrowed or invested which you will be charged with or profit by respectively

Intrapreneurship – when employees act like entrepreneurs but within an organization, thus self-motivated, proactive and action-oriented people who have strong leadership qualities and are critical and creative thinkers

Logo – a name or symbol designed for easy recognition of a business

Marketing – strategic planning that is put in place to promote and sell business goods or services

Market research – data gathered that will help you discover how your job idea will be received by potential clients

Net profit – your total earnings minus the expenses you have incurred in the running of your business

Professionalism – to exhibit a polite, conscientious and businesslike personality in your work and workplace

Publicity – having as many people as possible know about the good and services offered by your business

Revenue – the money that your business generates through the sale of its good and services

Risk – the possibility of losing your investment, whether it be time or money

Start-Up costs – the expenses incurred while setting up your business