
Overview

This standard is about supporting the client with the development of personal enterprising skills, as part of their journey from identifying a business opportunity to action. It requires you to explore with the client how being enterprising will assist them with personal and/or business development plans, introduce tools and frameworks the client can use to identify strengths and weaknesses and identify other sources of support which can be accessed to progress personal and/or business development plans.

For the purposes of this standard, business support refers to assistance which is received from individuals or organisations outside of the business, related to a specific business problem or opportunity and/or development of the business. Enterprise support refers to assistance which is received by individuals considering starting their own business. A 'business' can mean an independent entity such as a private sector business, a social enterprise, a charitable or voluntary organisation, or a significant operating unit, with a relative degree of autonomy, within a larger organisation. It can also refer to a formal partnership where two or more businesses are working together towards common goals.

This standard is recommended for individuals and organisations providing assistance to support the development of individuals considering starting their own business and existing businesses, either on a voluntary or commercial basis.

Performance criteria

- You must be able to:
- P1 encourage a client to reflect on how being enterprising will support their development in the near to mid-term
 - P2 review the strengths and weaknesses in the enterprising attributes, behaviours and skills of the client
 - P3 assess the motivation of the client in considering starting their own business
 - P4 question the client as to the development of the business opportunity
 - P5 provide a framework to the client which enables them to unpack the key building blocks of the business model in moving from opportunity to action
 - P6 identify the resources possessed by the client which will assist them in moving from opportunity to action
 - P7 assess the personal and business resources required by the client to move from opportunity to action
 - P8 ensure the client has considered how any additional resources required may be acquired
 - P9 work with the client to identify key areas of development in terms of motivations and drivers, the business opportunity, the resources and abilities and knowledge
 - P10 provide the client with a framework to assess key challenges, actions and milestones in moving from opportunity to action
 - P11 introduce the client to other individuals and organisations who will support the development of their enterprising skills
 - P12 advise the client of the ways in which moving from opportunity to action risk their social, financial and/or human capital
 - P13 advise the client on how to use creativity and innovation in moving from opportunity to action

Knowledge and understanding

Enterprising attributes, behaviours and skills

You need to know and understand:

- K1 the attributes, behaviours and skills associated with being enterprising
- K2 the importance of enterprising attributes, behaviours and skills in engaging with the labour market, whether in terms of being employed by someone, starting your business or in studying
- K3 how to assess the enterprising attributes, behaviours and skills possessed by the client
- K4 how to introduce the client to others who can work through any issues which emerge from an assessment of the enterprising attributes, behaviours and skills possessed by the client
- K5 the role for creativity and innovation in moving from opportunity to action

Assess business opportunities and ideas

You need to know and understand:

- K6 the difference between an opportunity and business idea
- K7 the ways in which opportunities are spotted by individuals and businesses
- K8 sources of business ideas
- K9 how to provide a client with feedback on the benefits and drawbacks of a business idea
- K10 the business model required to assist the client in moving from opportunity to action
- K11 how to support the client in reflecting on the feasibility of the business idea
- K12 the implications of moving from opportunity to action on social, human and financial capital of the client

Assess personal and business resources

You need to know and understand:

- K13 the advantages and disadvantages of different frameworks which can be used to assess personal and business resources
- K14 what barriers and challenges the client may face in acquiring the required personal and/or business resources
- K15 the implications in not acquiring the required resources to the journey of the

client in moving from opportunity action

- K16 the value of informal and formal networks of the client in acquiring the resources needed to move from opportunity to action
- K17 the development of personal and business resources required by the client
- K18 how to introduce other individuals and organisations which can assist the client in acquiring the personal and business resources needed in moving from opportunity to action

Assess abilities

You need to know and understand:

- K19 why it is important to identify the difference between technical and business management abilities
- K20 encourage the client to identify the extent and nature of their own technical and business management abilities
- K21 how to introduce the client to others who can address any identified gaps in technical and business management abilities

Additional information

Behaviours:

- 1 recognise the opportunities presented by the diversity of people
- 2 work to turn unexpected events into opportunities rather than threats
- 3 try out new ways of working
- 4 identify people's information needs
- 5 seek to understand people's needs and motivations
- 6 show integrity, fairness and consistency in decision making

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