

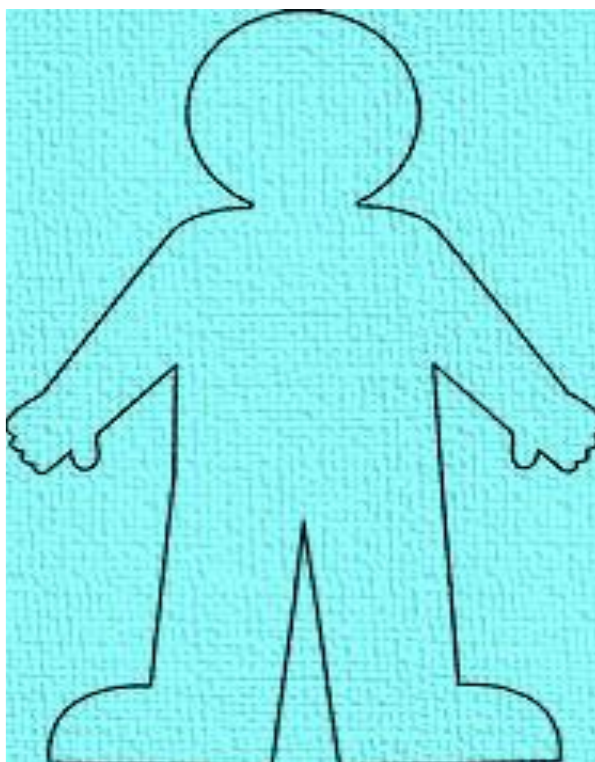
## Training for **BUSINESS COACHES**

### *Getting to know an **ENTREPRENEUR***

**Objective:** to develop empathy towards the target audience

Ask your Business Coach to either individually or in groups **draw** an **outline of an individual**. Each individual drawn is to be given a **name, age** and a **business idea**.

Business Coaches are encouraged to be creative and bring their entrepreneur characters to life.





## Step by Step Process



### ATTITUDE AND MIND-SET

Ask participants to describe the **attitudes** of their entrepreneur **focusing upon the mind-set.**

Examples may include- Bravery, Flexibility, strong work ethic, resilience, integrity, willing to take risks etc.



### 2 VISION FOR THE FUTURE

Ask participants to describe their **visions for the future for themselves their business and for their family. What do they view as success?**

**What are their aspirations? What do they hope to achieve?**



### 3 VALUES AND PASSIONS

Ask participants to list the **core values** of the entrepreneur, **what is important to them? What are their passions and interests?**



## 4 SKILLS



Ask participants to list the **skills** they have as an entrepreneur, skills may include **time management, efficiency, strategic thinking, communication, and networking**. Also invite participants to include **practical skills** which they have or may want to develop such as accountancy that may be relevant to their business.

## 5 CHALLENGES



Ask participants to identify **challenges** they may face personally and also **when starting** their business. Examples may include confidence, money, time, knowledge, housing, family relationships etc.



## 6 STEPS TO SUCCESS

Ask participants to identify **5 key actions to move forward** with their business idea. Examples may include Market research, make contact with key people or complete an enterprise training course.

## 7

## WHAT MAKES YOU UNIQUE?



Ask participants to list **their entrepreneurs unique selling points** in relation to their business such as their entrepreneur speaks multiple languages.

After completing the process each group or individual is invited to **share the profile** of their Entrepreneur. This will provide an insight not only into the business idea but also the level of understanding the business coach has in relation to the needs of the entrepreneurs they support.



This exercise enables and empowers business coach to **discuss freely possible business ideas of entrepreneurs, challenges and their personal circumstances** using a character rather than their personal opinions.



The Business Coach can then use the character in **one to one discussions** as to how the specific areas relate to them as an individual.

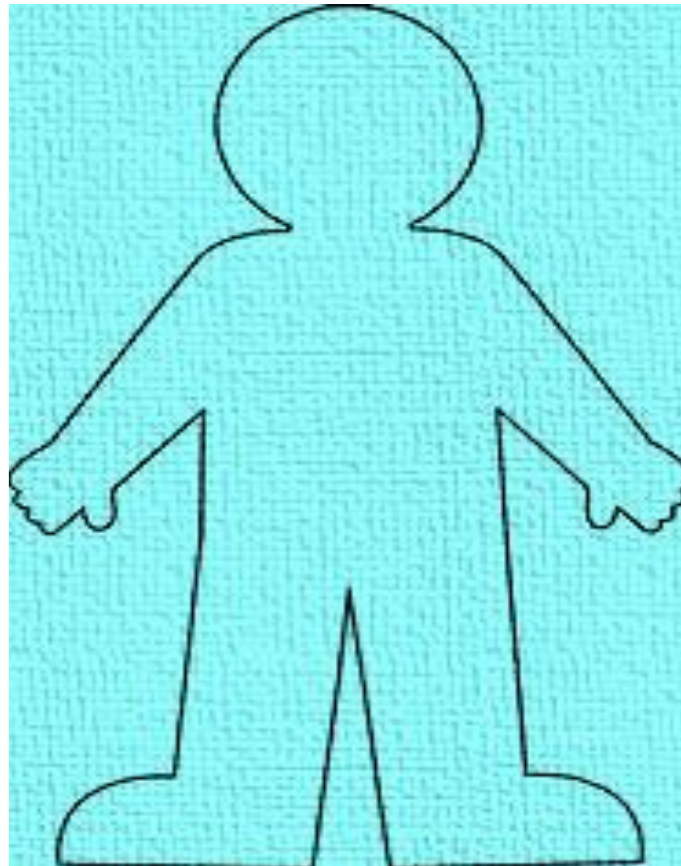




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