



KANAKA BAR BAND

Entrepreneurship Program

Session #1 Handout: Entrepreneurial Mindset

Welcome to the **Kanaka Bar Band Entrepreneurship Program!**

This course is designed for individuals who are interested in, and looking for support on, setting up their own business. Everyone is welcome and prior business knowledge is not required.

PRINCIPALS OF ENTREPRENEURSHIP

An **entrepreneur** is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards. The process of setting up a business is known as **entrepreneurship**.

Essential business skills include: Sales and marketing, financial planning, performance monitoring, and employee management

Interpersonal, or **soft skills** include: leadership, teamwork abilities, communication, and time management.

IS SELF EMPLOYMENT RIGHT FOR ME?

Having the appropriate business skills or soft skills doesn't automatically make someone an entrepreneur. More resources are on the next page, and below are some self-evaluation metrics to determine if self-employment is right for you:

- I like to give myself challenges when I take on a new project.
- Where others see problems, I see possibilities.
- When faced with difficulties, I look for alternative solutions.
- I am capable of imagining how we can make things work.
- I prefer having a final say.

TIPS TO GET STARTED!

1. Start small

Create a list of small incremental goals that will lead you to your desired final outcome

2. Recognize your strengths

Make a list of your skills and determine the best way you can leverage them

3. Ask for help

Identify people in your network that you can rely on for support

RESOURCES

IS SELF EMPLOYMENT FOR YOU?

- Is Self Employment for you? - WorkBC: <https://www.workbc.ca/jobs-careers/explore-careers/is-self-employment-for-you.aspx>
- Entrepreneurial potential self-assessment: <https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/business-assessments/self-assessment-test-your-entrepreneurial-potential>
- Self Assessment for Entrepreneurs: <https://www.goforthinstitute.com/resource/self-assessment-entrepreneurs>
- Test yourself: Is Self-Employment for You? <https://www.womensenterprise.ca/youth/resources/>
- 14 Steps to Starting Your Own Business: <https://www2.gov.bc.ca/gov/content/employment-business/business/small-business/resources/starting-a-small-business-guide/starting-a-small-business-guide-contents/starting-a-small-business-guide-14steps>

EDUCATIONAL RESOURCES

- Business Development Bank Business Term Glossary: <https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/templates-business-guides/glossary>
- Business Development Bank eBooks: <https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/guides>
- Business Development Bank Newsletter: <https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/publications/in-business>
- BDC Podcasts: <https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/podcasts#>
- BDC Webinars: <https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/webinars>
- BDC Entrepreneur's Learning Centre: <https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/entrepreneur-learning-centre>
- goForth Institute Entrepreneur Library: <https://www.goforthinstitute.com/resources/36>
- How to Write an Effective Business Plan: https://www.womensenterprise.ca/online_resources/how-to-write-an-effective-business-plan/
- How to Identify a Target Market and Prepare a Customer Profile: https://www.womensenterprise.ca/online_resources/how-to-identify-a-target-market-and-prepare-a-customer-profile/
- How to write an Effective Marketing Plan: <https://www.womensenterprise.ca/youth/resources/>

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