

# Entrep-Eskwela

YOUR SCHOOL ON ENTREPRENEURSHIP

## Grassroots Entrepreneurship Management (GEM)

A partnership between  
Bayan Academy for Social Entrepreneurship and  
Human Resource Development, Inc.  
and  
Center for Community Transformation

---

---

### Day 1

# UNDERSTANDING ENTREPRENEURSHIP

## TEACHING GUIDE



# Entrep-Eskwela

YOUR SCHOOL ON ENTREPRENEURSHIP

MODULE TITLE:

## Paano ba Mag-isip ang Entrepreneur?



**ENTREP-ESKWELA**  
**Grassroots Entrepreneurship Management (GEM) Program**



**TEACHING GUIDE 01-A**



**Module Title** : **THE ENTREPRENEURIAL MINDSET  
(Paano ba Mag-isip ang Entrepreneur?)**

**By Luis T. Cruz, Jr.**

**Duration** : **½ Day**

**Module Objectives :**

1. To differentiate livelihood from entrepreneurship and understand the concept of successful entrepreneurship.
2. To determine the characteristics of successful entrepreneurs.
3. To inspire participants to move beyond livelihood into entrepreneurship.

---

**Session 1 – Lecture**

<b>Part 1</b>	<p>The first part of the lecture shows a series of pictures combining some famous and renowned entrepreneurs and some small-scale individuals involved in livelihood activities. The facilitator shall ask the participants to assess whether these individuals can be classified as "entrepreneurs" or not. In the process, the facilitator may ask why they say some are entrepreneurs and some aren't. The facilitator may spend 15 to 20 minutes on this exercise.</p> <p>After the discussion, the facilitator will finally show the slide depicting whether each subject is an entrepreneur or only involved in livelihood. This should establish a clear delineation between entrepreneurship and livelihood.</p>
<b>Part 2</b>	<p>After having discussed some entrepreneurs in the first activity, will ask the participants to discuss what they feel are the relevant characteristics of true entrepreneurs. It is anticipated that participants will mention mundane characteristics such as "hardworking, persevering, etc." However, all these characteristics should be listed down in the list nonetheless. It is up to the facilitator to draw out more specific attributes such as "creative, has the ability to add value, etc."</p> <p>Among the important attributes that should be drawn out are the following:</p> <ul style="list-style-type: none"><li>• Adds value to the product or service</li></ul>

	<ul style="list-style-type: none"> <li>• Was able to expand the enterprise's ability to create the product</li> <li>• Was able to expand the scope of the product.</li> </ul> <p>The facilitator may spend some 15 to 20 minutes on this exercise, taking time to ensure that most of the items described in the list above are drawn out.</p>
<b>Part 3</b>	<p>The next part expounds on the characteristics described above. Using a "fishball" venture as a base example the following three slides depict how each of the above characteristics are applied. The first photo shows the fishball venture providing carton boats to give customers a more convenient way of eating the fishballs as well as allow the balls to soak more in the sauce, thus making it tastier. The second slide shows the fishball vendor expanding his product line to include hotdogs, kikiam and other forms of streetfood. The third slide shows a fishball vendor branding his kiosk and having multiple sites as he expands his enterprise operations. At this point, the facilitator may ask the participants to assess whether they can be considered as entrepreneurs or they haven't made the leap yet to entrepreneurship.</p>
<b>Part 4</b>	<p>Slide 20 shows how the common entrepreneurship traits established in the list in Part 2 are utilized in the enterprise life cycle. At varying points in the life-cycle of the enterprise, different characteristics are used by the entrepreneur to ensure the survival of the enterprise.</p>
<b>Part 5</b>	<p>Slide 21 summarizes the three important characteristics needed by the entrepreneur represented by three essential parts of the human body: the mind, the heart and the gut. The mind represents creative thinking and the possession of a clear vision. The heart represents passion and the ability to empathize with fellow human beings in the workplace. The gut represents intestinal fortitude to face the day to day challenges of the entrepreneurial life. Succeeding slides (22 - 24) describe each part in detail.</p>
<b>Part 6</b>	<p>Part Six deals with the first test on assessing creativity. The first exercise asks participants to list down as many day-to-day uses of old bottles as they can for a period of ten minutes.</p> <p>Some examples are provided to provide guidance on the exercise.</p> <p>The exercise seeks to show that creativity can and should be turned on, especially during the times when major problems in the enterprise arise.</p> <p>Slide 29 shows the list of characteristics of people with creative</p>

	<p>mindsets.</p> <p>Slides 30 to 33 are exercises that attempt to open the minds of the participants and show tools and techniques to develop creativity.</p>
<b>Part 7</b>	<p>The second set of test attempts to force participants to think about personal traits that may be considered strengths and weaknesses in running a business. The facilitator should take care in drawing out very specific characteristics, rather than general and motherhood attributes. The example given should be a useful tool in providing direction to the exercise.</p>
<b>Part 8</b>	<p>The third set is a brief assessment of whether the participant know his personal vision. The facilitator is advised not to dwell on this since there is an entire module on this in the afternoon.</p>
<b>Part 9</b>	<p>Part 9 seeks to make program participants take a close look at themselves, including their passions and their ability to empathize with other people. The succeeding lecture discusses the importance of having a strong heart that empathizes with other people as well as a clear understanding of one's passion. This part is closed out by a mini case study of Aling Sonya. The facilitator should have discussion at the end of the caselet and indicate how the capability to relate to people is critical in enterprise success.</p>
<b>Part 10</b>	<p>Part 10 beginning with Slide 55, moves to the assessment of the gut. The facilitator should provide ample time for participants to answer the series of questions from slides 56 to 58. Slide 59 provides for a discussion on the importance of intestinal fortitude in running a business. The facilitator may ask participants to give examples of how determination was able to help them through major problems.</p>
<b>Part 11</b>	<p>Part 11 discusses tips and techniques on how to improve one's intestinal fortitude. The process, which is based loosely on Dr. Paul Stoltz' adversity quotient model. The five steps enumerated on Slide 48 are applied as follows:</p> <ol style="list-style-type: none"> <li>1. During an adverse situation, the person should seek to understand the entire situation as it affects him.</li> <li>2. He should then identify what he can and cannot do with regards to the situation. Those that he can do nothing about, he should learn to let go.</li> <li>3. Of the things that he can do, the participant should then decide which he accept full responsibility for and undertake.</li> <li>4. The person should seek to contain the impact of the adversity in its immediate environment. In</li> </ol>

	<p>other words, if it is an adverse situation in the office, one should keep it in the office and not bring it home.</p> <p>5. Finally, the person facing the adversity should not allow the adverse event to influence his long-term view of life. For example an entrepreneur who fails in his first venture attempt should not let this setback make him swear-off entrepreneurial ventures in the future.</p> <p>The next slide is a discussion on the application of the process. Using an incident of a fire gutting the person's home and his home-based sari-sari store, the facilitator should walk the participants through in applying the five-step process described above.</p>
<p><b>Part 11</b></p>	<p>The last part of the lesson shows the conclusion for the session. It is important for us to assess our Heart, Mind and Gut. However, which among these is important depends on what enterprise is being run by the entrepreneur.</p> <p><b>For example:</b></p> <p>Enterprises where the Mind is most important:</p> <p style="padding-left: 40px;">Repair shop for electronic goods Carinderiya or food business</p> <p>Enterprises where the Heart is most important:</p> <p style="padding-left: 40px;">Enterprises that require personal selling and direct marketing</p> <p>Enterprises where the Gut is most important:</p> <p style="padding-left: 40px;">Trading of goods with volatile prices Highly-competitive enterprises</p>