



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

ENTREPRENEUR AND ENTREPRENEURS' CHARACTERISTICS

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- 1. ENTREPRENEURSHIP DEVELOPMENT PROGRAMS (EDP)?**
- 2. WHO IS AN ENTREPRENEUR ??**
- 3. ENTREPRENEURIAL COMPETENCIES ???**

ENTREPRENEURSHIP DEVELOPMENT PROGRAMS (EDP)

EDPs tries to build capacities of entrepreneurs on:

- Knowledge:
 - Enterprise Management
- Skills
 - Soft skills such as communication, time management etc
- Positive Personality Profile
 - Personal abilities / entrepreneurial competencies that an entrepreneur needs to develop to be successful



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WHO IS AN ENTREPRENEUR??



WHO IS AN ENTREPRENEUR??

- An individual who, rather than working as an employee, runs a business and assumes all the risk and reward of a given business venture, idea, or good or service offered for sale.

LOOK AT THE FOLLOWING INDIVIDUALS



Sam is a Successful gambler:

- Owns huge amount of money.
- High Risk Taker
- Wants to make quick money

SMALL SHOPKEEPER RUNNING IT AS A FAMILY BUSINESS



Chin is a small shopkeeper:

- Operates the business since he is the eldest of the family.
- Happy with his family & friends
- Afraid of Change

BOARD MEMBER OF A LARGE CORPORATE HOUSE



Heba is board member of a large pharmaceutical company:

- Strong Personality.
- Wants to be known as successful businesswomen in the world
- Strong Management skills

OWNER OF A NEWLY ESTABLISHED IT SOFTWARE COMPANY



Stephan is a owner of a newly established IT Software co.:

- Wants to be known as a successful business man.
- Had quit his job to start the business.
- Brings in innovative approach in software development.



**RANK THE INDIVIDUALS IN A SCALE OF 1-10
WHERE 1 IS THE LOWEST ;
WHILE 10 IS THE HIGHEST ; AS AN
ENTREPRENEUR**

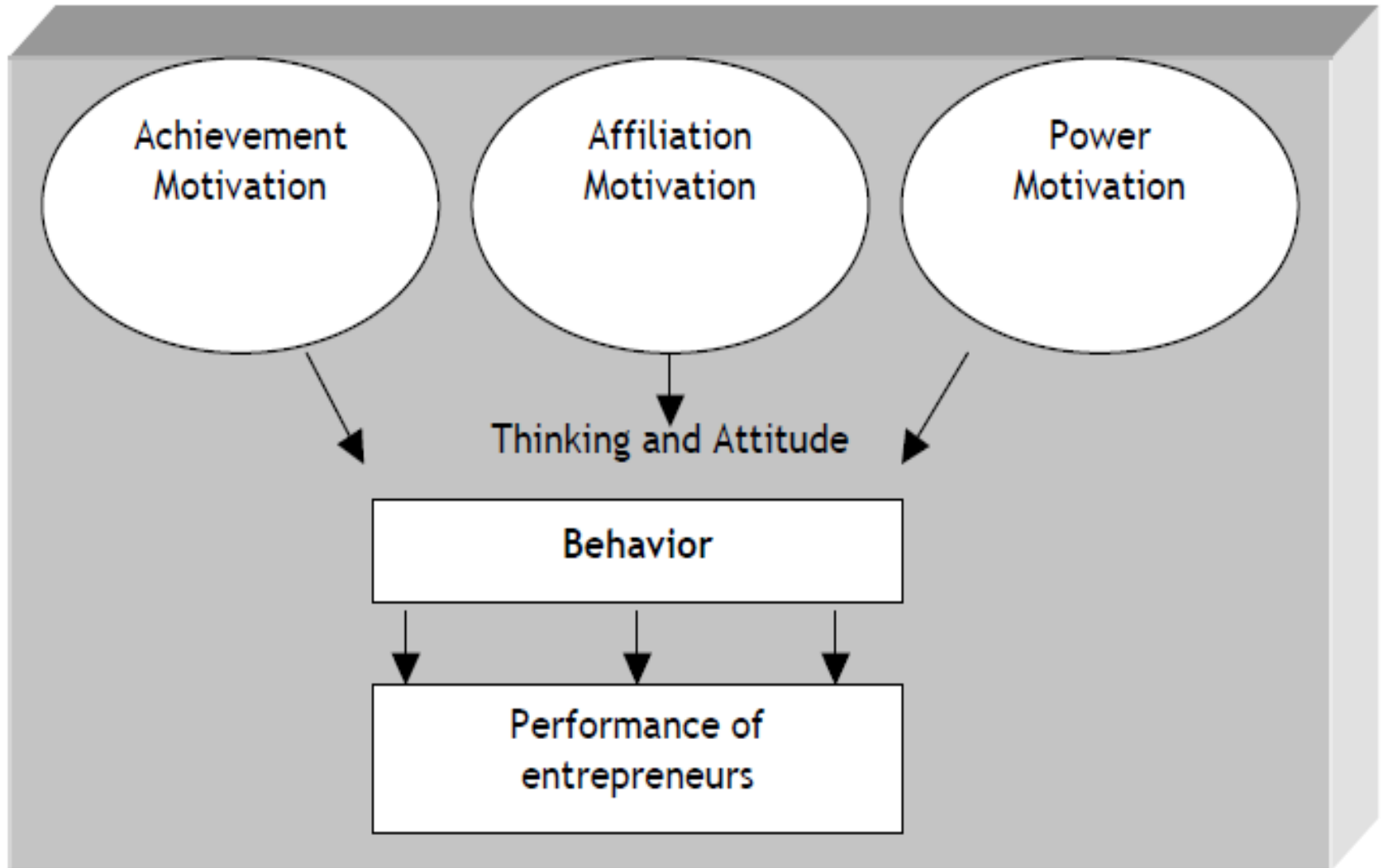
GIVE REASONS FOR YOUR SCORES :

- 1) SAM**
- 2) CHIN**
- 3) HEBA**
- 4) STEPHAN**



- BEFORE DEFINING AN ENTREPRENEUR WE NEED TO UNDERSTAND THE PSYCHOLOGY BEHIND AN ENTREPRENEUR'S BEHAVIOUR.
- BEHIND EVERY BEHAVIOUR OF A HUMAN IS THE MOTIVE BEHIND.
- MOTIVATION THEORISTS HAVE IDENTIFIED 3 CATEGORIES OF SOCIAL MOTIVES ;
 - **NEED FOR ACHIEVEMENT**
 - **NEED FOR POWER**
 - **NEED FOR AFFLIATION**

Motivation and Performance



QUALITIES THAT SHAPE AN ENTREPRENEURIAL BEHAVIOUR

- High Need for achievement
- Strong Need for Independence
- Calculated Risk takers
- Sense of efficacy
- Self belief that they can make a change
- Orientation to plan for Action

FACTORS SHAPING AN ENTREPRENEUR

- i. Socio-Cultural Values, Religious Influences
- ii. Socio-Political Structure and Condition
- iii. Economic Infrastructure and social Overheads; Communication, Education, Credit etc.
- iv. National Goals and governmental policies
- v. Demonstration Effects, Contacts and reference Groups

- The success of an enterprise depends on the inherent viability of the project and the way the project is planned, implemented and managed.
- It is the entrepreneur who acts as a driving force behind the performance of these tasks.
- In order to carry out the tasks efficiently , the entrepreneur needs to have certain **knowledge, skills and a positive personality profile** termed as **competencies**.



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ENTREPRENEURIAL COMPETENCIES ??

COMPETENCIES

- Knowledge:
 - Technical
 - Enterprise Management
- Skills
 - Technical/ Vocational
 - Soft skills such as communication, time management etc
- Positive Personality Profile
 - Personal abilities / entrepreneurial competencies that an entrepreneur needs to develop to be successful



ENTREPRENEURIAL COMPETENCIES

INITIATIVE	SEEING AND ACTING ON OPPORTUNITIES	PERSISTENCE
INFORMATION SEEKING	CONCERN FOR HIGH QUALITY OF WORK	COMMITMENT TO WORK CONTRACT
EFFICIENCY ORIENTATION	SYSTEMATIC PLANNING	PROBLEM SOLVING
SELF-CONFIDENCE	ASSERTIVENESS	PERSUASION
USE OF INFLUENCE STRATEGIES		



INITIATIVE

TAKING ACTIONS THAT GO BEYOND JOB REQUIREMENTS OR DEMANDS OF THE SITUATION.

- Doing things on own before being asked for; or being forced to by events.
- Taking actions to expand the business into new areas, products or services.



SEEING AND ACTING ON OPPORTUNITIES

LOOKING FOR AND TAKING ACTIONS TO
SEIZE OPPORTUNITIES.

- Seeing and acting on opportunities for business development or for personal growth.
- Seizing unusual opportunities to obtain and mobilise necessary resources.



PERSISTENCE

TAKING REPEATED ACTIONS TO OVERCOME OBSTACLES THAT GET IN THE WAY OF ACHIEVING GOALS.

- Taking suitable actions in the face of a significant obstacle.
- Ensuring all efforts to solve a problem or barrier.



INFORMATION SEEKING

TAKING ACTION ON OWN TO HELP
REACH OBJECTIVES.

- Personally undertaking a research or analysis to find out answer of some problem.
- Seeking information to clarify what is needed.
- Using contacts & networks to obtain desired information.



CONCERN FOR HIGH QUALITY OF WORK

DOING THINGS THAT MEET OR BEAT
EXISTING STANDARDS OF EXCELLENCE.

- Stating a desire to produce work of high quality.
- Comparing own/ company's work favourably to that of others.
- Making all out efforts to ensure the quality of products or services.



COMMITMENT TO WORK CONTRACT

PLACING HIGHEST PRIORITY FOR
GETTING A JOB COMPLETED.

- Taking extra-ordinary efforts or making personal sacrifices to complete a job.
- Accepting full responsibility for failures, if any.
- Expressing utmost concern for the customers.
- Readiness to work even at workers' places to get work done.



EFFICIENCY ORIENTATION

CONSTANTLY LOOKING FOR WAYS TO DO THINGS FASTER OR WITH FEWER RESOURCES OR AT A LESSER COST.

- Using information or business tools to increase personal or professional efficiency.
- Expressing concern for assessing costs versus rewards of some improvements, changes or action.

SYSTEMATIC PLANNING

DEVELOPING AND USING LOGICAL,
STEP-BY-STEP PLANS TO REACH GOALS.

- Breaking a large task down into several sub-tasks.
- Developing plans after duly anticipating obstacles.
- Evaluating alternatives on merits and demerits.
- Taking a logical and systematic approach to activities, in general.

PROBLEM SOLVING

IDENTIFYING AND APPLYING NEW AND POTENTIALLY UNIQUE IDEAS TO REACH THE GOALS.

- Identifying the root-cause of the problem or objectives.
- Developing strategy in the light of objectives, resources and constraints.
- Keeping alternatives, wherever necessary.
- Generating new ideas or innovative solutions

SELF-CONFIDENCE

HAVING A STRONG BELIEF IN SELF AND OWN ABILITIES.

- Expressing confidence in own ability to complete a task.
- Sticking with own judgment in the face of opposition or early lack of success.
- Doing something for which chances of success are not very fair.



ASSERTIVENESS

CONFRONTING PROBLEMS AND ISSUES WITH OTHERS DIRECTLY

- Speaking politely but firmly.
- Telling others clearly what they have to do.
- Reprimanding those who fail to perform as expected, however close they may be.

PERSUASION

PERSUADING OTHERS SUCCESSFULLY

- Convincing someone successfully to do something else than what he/she would have done.
- Selling someone a product or service.
- Making someone agree to provide resources on extra-ordinary conditions.
- Asserting own confidence & competence in personal or company's strengths.



USE OF INFLUENCE STRATEGIES

USING A VARIETY OF STRATEGIES TO
INFLUENCE OTHERS SUCCESSFULLY.

- Developing professional or business contacts.
- Using influential people to get own things done.
- Carefully limiting the information to be given to others.
- Using others' authority and resources to influence or persuade others.



WRAP- UP



THANK YOU