



ENTERPRISE

DEFINITIONS

Enterprise
Intrapreneurship
employee
identify/justify
need
In Enterprise

EXAMPLES ENTERPRISE

School
Home/Personal life
DIY/holiday
Young Scientist
Youth club
Local community
New Business
gap market
Existing business
Public Service/Government
expand
County Enterprise
Scrappage Scheme

WHY BECOME ENTREPRENEUR

Status
Own boss
Succeed idea
Realise Potential
Family expectations

REASONS GROWTH IRELAND

Gov. Incent
Foreign Firms
education
Culture Change
demand Global business

IMPORTANCE

Jobs
wealth
Gov. taxes
needs Society
encouragement

ENTREPRENEUR

CHARACTERISTICS

DESKIVE → Quick Decisions
POSITIVE → Optimistic
MOTIVATED → enthusiastic
RISK TAKER → Avoider, Neutral, acceptor

ANALYSE
Impulsive
Intuitive (c)
Paralytic (d)
Dependant
Believe
Tactical
Strategic
Initiative
Bobby Kerr (Insomnia)
Something new

MANAGING RISKS (HR)
reduce risk
importance
re solve
effectively
Confident
Creative
Communicator
EMERGENT
FLEXIBLE
INNOVATIVE
INDEPENDENT
LEADER
Self Gov
autocratic
laissez faire
democratic

MANAGING PEOPLE
advocate
communicate

PROBLEM SOLVING
re solve

TIME MANAGEMENT
effectively

SKILLS
Assessing 2
APPLYING 1
Implement
measure
FUTURE PROBLEMS
Believe
INNER CONTROL
7. PLAN
Assessing 2
APPLYING 1
Implement
measure
FUTURE PROBLEMS
Believe
INNER CONTROL
7. PLAN