

ENTREPRENEURIAL SKILLS: WHERE TO START?

**WHAT IS A SKILL? WHAT DOES IT HAVE
TO DO WITH ENTREPRENEURSHIP?
AND WHY IS IT IMPORTANT TO KNOW
OURS?**



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Entrepreneurial skills

In the context of entrepreneurship, we often talk about competencies and skills, and it's true that they are essential for the success of any business. It's important to know what we know how to do and what we can achieve, in order to set realistic and effective goals and be satisfied with what we achieve.

But first, what is a competency or skill? How can we recognize it? And how can this be useful for the development of our activities?

Definition

Competence. Expertise, aptitude, suitability to do something or intervene in a specific matter. || Skill. F. 1. Capacity and disposition for something. || 2. Grace and skill in performing something that serves as an adornment to the person, such as dancing, riding a horse, etc. || 3. Anything that a person performs with grace and skill.

(Essential Dictionary of the Spanish Language, RAE)

But what does this mean?

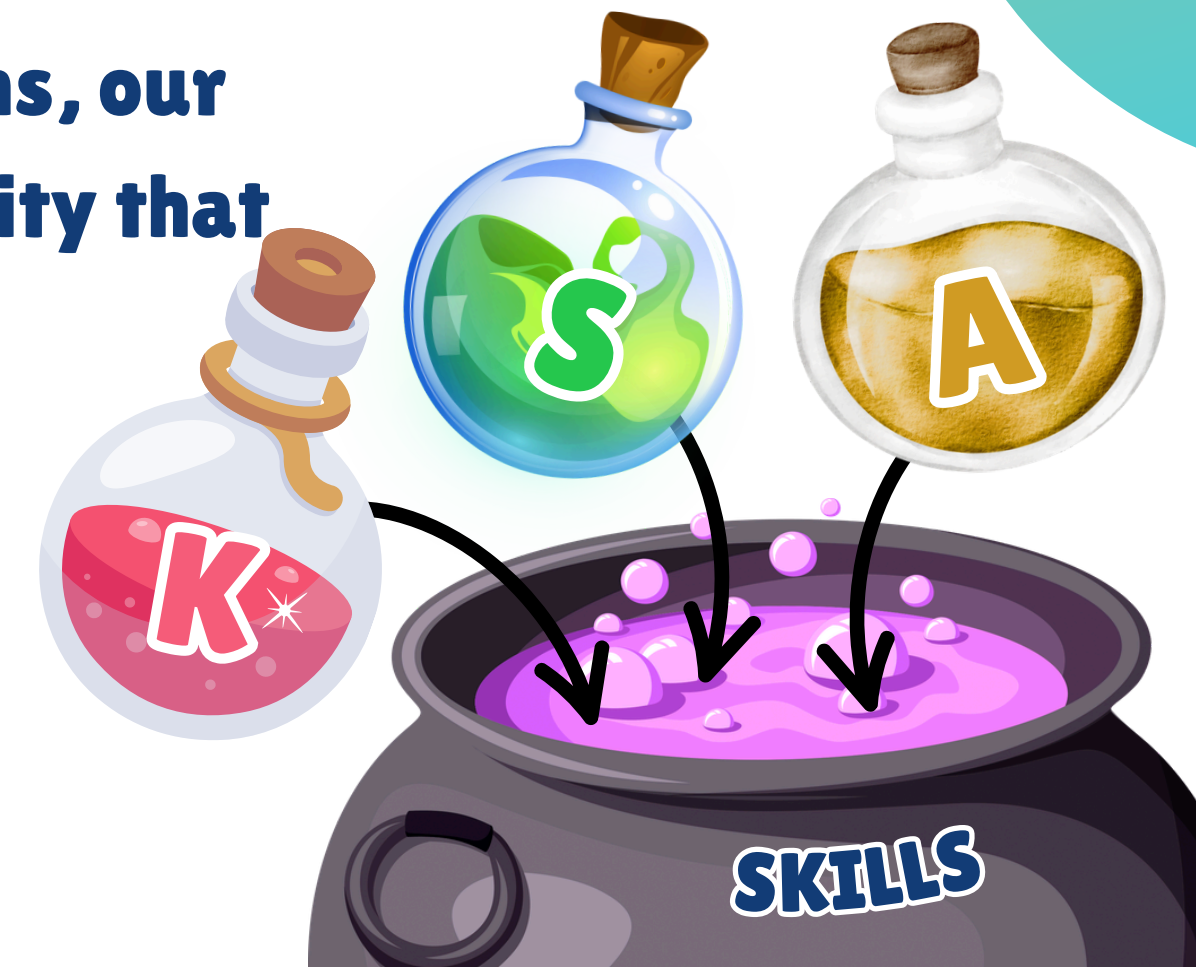
Elements

A classic definition of competence says that it is a mixture of three fundamental elements:

Knowledge: What we know. Our familiarity with what we do, its characteristics, risks, and opportunities, its potential.

Skills: What we know how to do. Our practical skills, our tools, our familiarity with the most concrete parts of what we want to do.

Attitudes: What we want to do. Our interests, our passions, our motivation and also our willingness to engage in the activity that interests us.



Example

Here is a practical example:

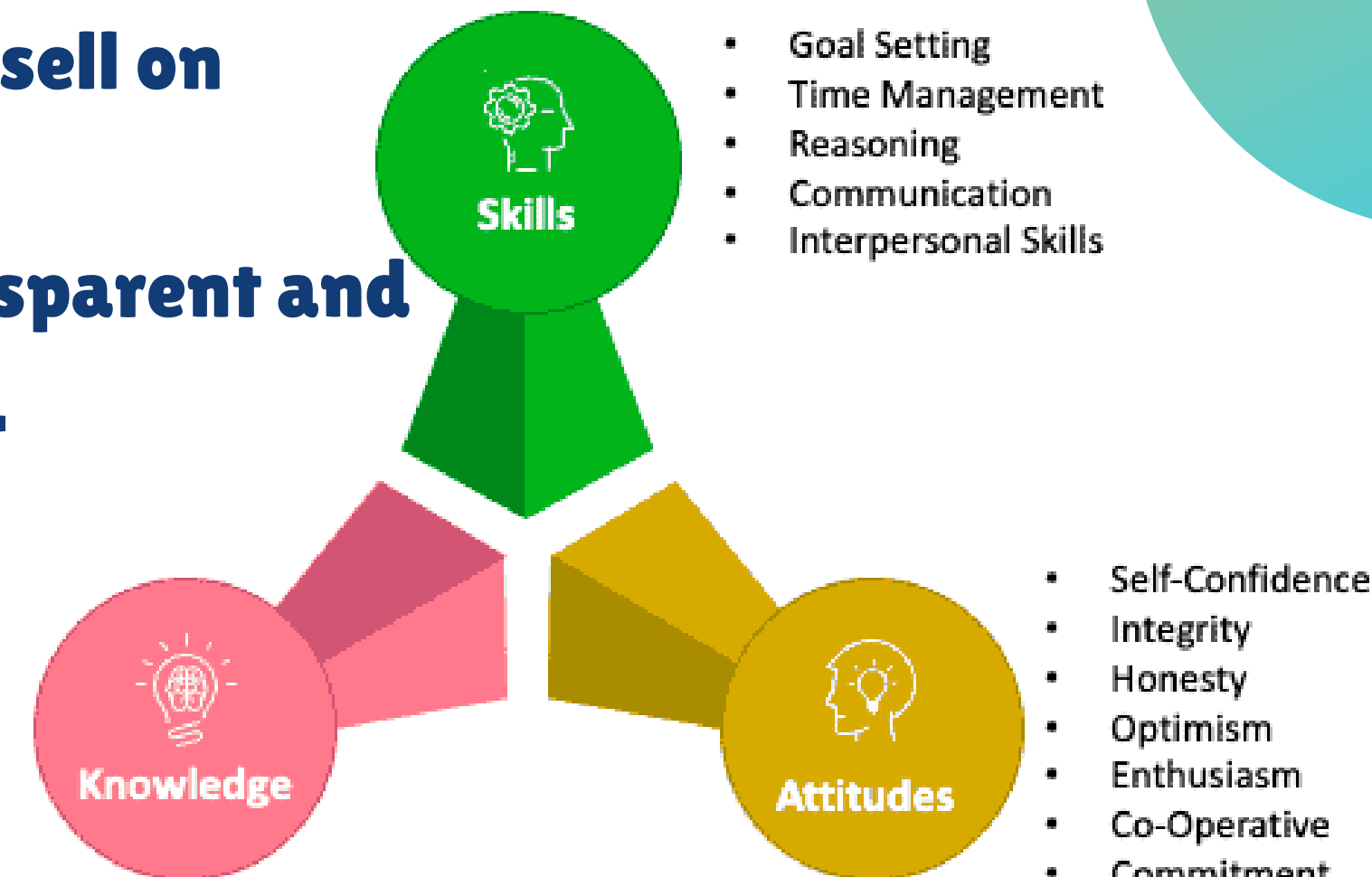
**In a company that produces biodegradable detergents and cleaners,
made with natural ingredients:**

Knowledge: know natural ingredients, regulations and green marketing.

Skills: know how to formulate products, design labels, sell on networks and managing the business.

Attitude: being committed to the environment, be transparent and want to create environmental awareness in customers.

- Basics
- Theories
- Information
- Facts
- Figures
- Descriptions
- Learning
- Science etc.



Types of skills

Skills are not all the same. There are different ways to classify them:

General

They can be applied in many different contexts. Examples include communication, teamwork, problem-solving, time management.

Specifics

Connected to a specific industry or job. Examples: technical knowledge, programming languages, technologies.

Personal

Connected to our person, they can be applied in all contexts of life.

Professionals

Connected with our activity or our work.

Commingle

Interpersonal, non-measurable (but fundamental).

Hard*

Techniques and measurables.

***more on this in the next chapter!**

Different skills

Since there are many types of skills, it is natural that each person has different **skills** (and needs).

Consequences:

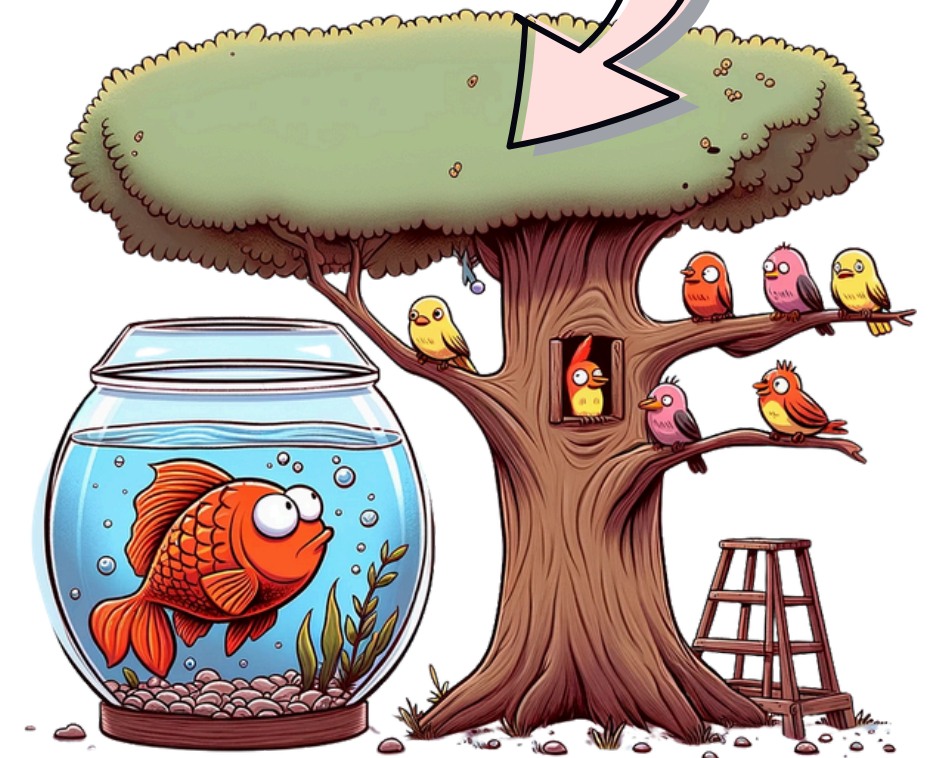
- Faced with the same context, different people (and companies) will see different solutions.
- Different solutions may be compatible, and all play a role in solving a problem.
- Other perspectives can be a source of inspiration for us.

The good news is that there is room for everyone.

But it doesn't end here...

ATTENTION!

It's easy to compare ourselves or our activities with others. While this may make sense at times, it shouldn't discourage us from continuing to find our niche.



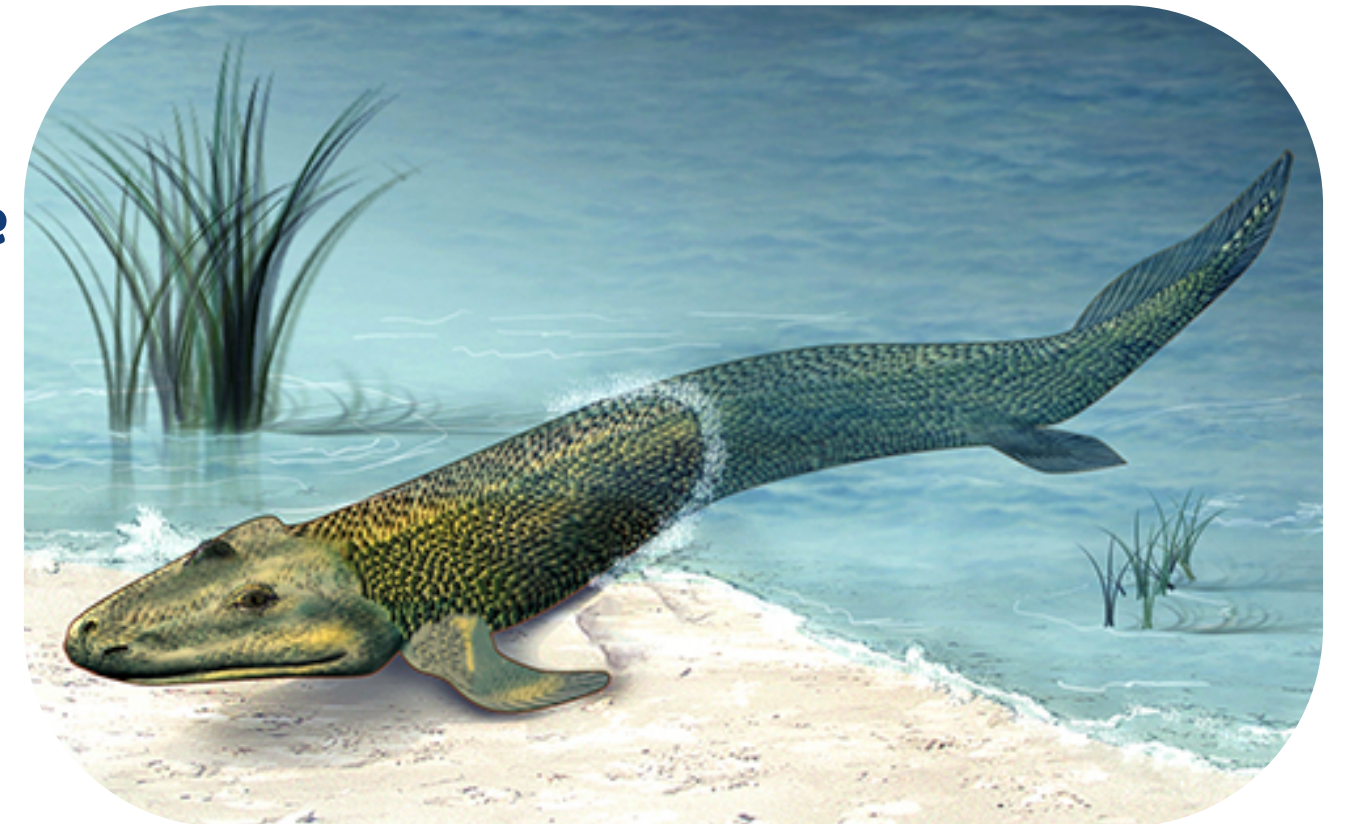
You can't judge a fish by its ability to climb trees...

Different skills but not immutable

...because our abilities can also change!

There's a lot of talk these days about the concept of **lifelong learning**. **Sustainable Development Goal 4**, established by the United Nations for 2030, also specifically addresses "promoting lifelong learning opportunities for all." Continuing to learn and develop new skills is key to success in our work and staying active in our lives. Practical experience is key here, but courses like the one you're taking can also help us find ways to reflect and continually improve. And perhaps, discover something about ourselves we didn't know before.

Entrepreneurship is always learning.



...but we can also evolve and learn (or discover) new skills.

So what to do?

The word **entrepreneur** comes from Latin

en + prendre

in

catch, catch, take

An enterprise is the act of starting something, of setting a task upon ourselves, especially one that presents a challenge.

This involves risks, responsibilities, opportunities...

How can we get started? How can our skills help us?

Some ideas:

- 1. Search for what we want**
- 2. Set simple goals**
- 3. Finding our motivation**
- 4. Reflect on ourselves**
- 5. Have confidence in our abilities**

01

SEARCH FOR WHAT WE WANT

First and foremost, we need to decide what we mean by what we want to do with our company. Only we can answer this question, but there are ways to help us in this process.

Japanese concept of IKIGAI:

Find the point of union between

- **What you like**
- **What you know how to do/what you are good at**
- **What the world needs**
- **What can guarantee you a economical entry**



01

A practical example:

Imagine a young entrepreneur who has created a small business selling eco–friendly, plastic–free personal hygiene products.

- **What does he love?** He loves nature, caring for the planet, and creating things with his own hands.
- **What's she good at?** She's creative, has a keen eye for design, and is excellent at communicating on social media. She knows how to formulate products, package them attractively, and connect with conscious consumers.
- **What does the world need?** The world needs sustainable alternatives to hygiene products that pollute water and generate plastic waste. Many people are looking for products that don't harm the environment or their health.
- **Why might she get paid?** There's a growing market for organic products, and she sells them both locally and online.



02

SET SIMPLE GOALS

An effective way to achieve success in what we do is to set goals that can actually be achieved. These are called **SMART** goals:

S **Specific:** clear and precise, answering specific questions.

M **Measurable:** that it can be seen whether they are being met or not.

A **Achievable:** not too ambitious, but realistic.

R **Relevant:** that they are aligned with us, with our interests and needs.

T **Time-bound:** that they can be achieved in the time we have, and that they have clear deadlines.

02

A practical example:

Objective: Increase our company's visibility on social media by 50% over the next 3 months by publishing educational content on sustainability three times a week.

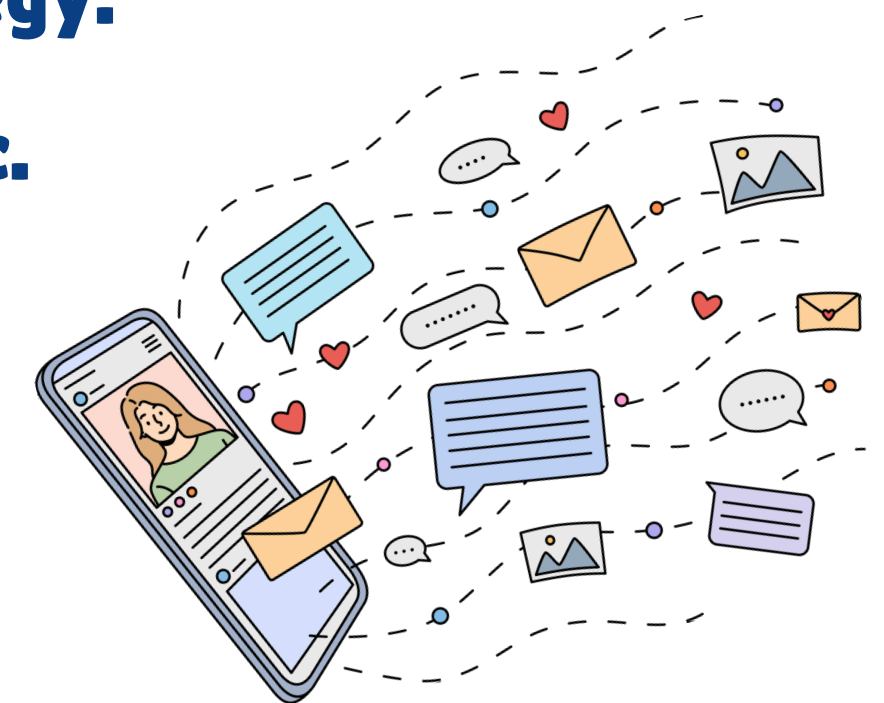
S **Specifics:** Increase visibility by publishing educational content.

M **Measurable:** +50% visibility (followers, interactions).

A **Achievable:** 3 posts per week is feasible with a simple strategy.

R **Relevant:** Improves brand presence and educates the public.

T **a Time:** 3 months.



03

FIND OUR MOTIVATION

Owning a business is a rewarding activity, but it also presents challenges and moments that require effort. Therefore, it's essential to find our **motivation**. In every activity in our lives, we can distinguish between:

- **Intrinsic Motivation:** This comes from within the individual. It is based on the personal interest or satisfaction felt when performing an activity. The reward is internal, lasting, and sustainable.
- **Intrinsic motivation:** comes from factors external to the person (rewards, recognition, or avoiding punishment). The reward is external and effective in the short term.



03

We always have different kinds of motivations, and both can help us achieve what we want. But it's helpful to keep the differences in mind and pay attention to what motivates us, in order to become more **self-aware in our work.**

A practical example:

Intrinsic motivation:

Maria runs a small eco-friendly products business because she's passionate about protecting the environment and enjoys creating sustainable solutions. She works with enthusiasm because she feels personal satisfaction in contributing to a healthier world.

"I love seeing how my products help reduce plastic and feel like I'm doing something good for nature."



Extrinsic motivation:

Maria is also motivated because she knows that if she increases her sales, she will be able to earn more money, expand her business, and receive recognition in her community.

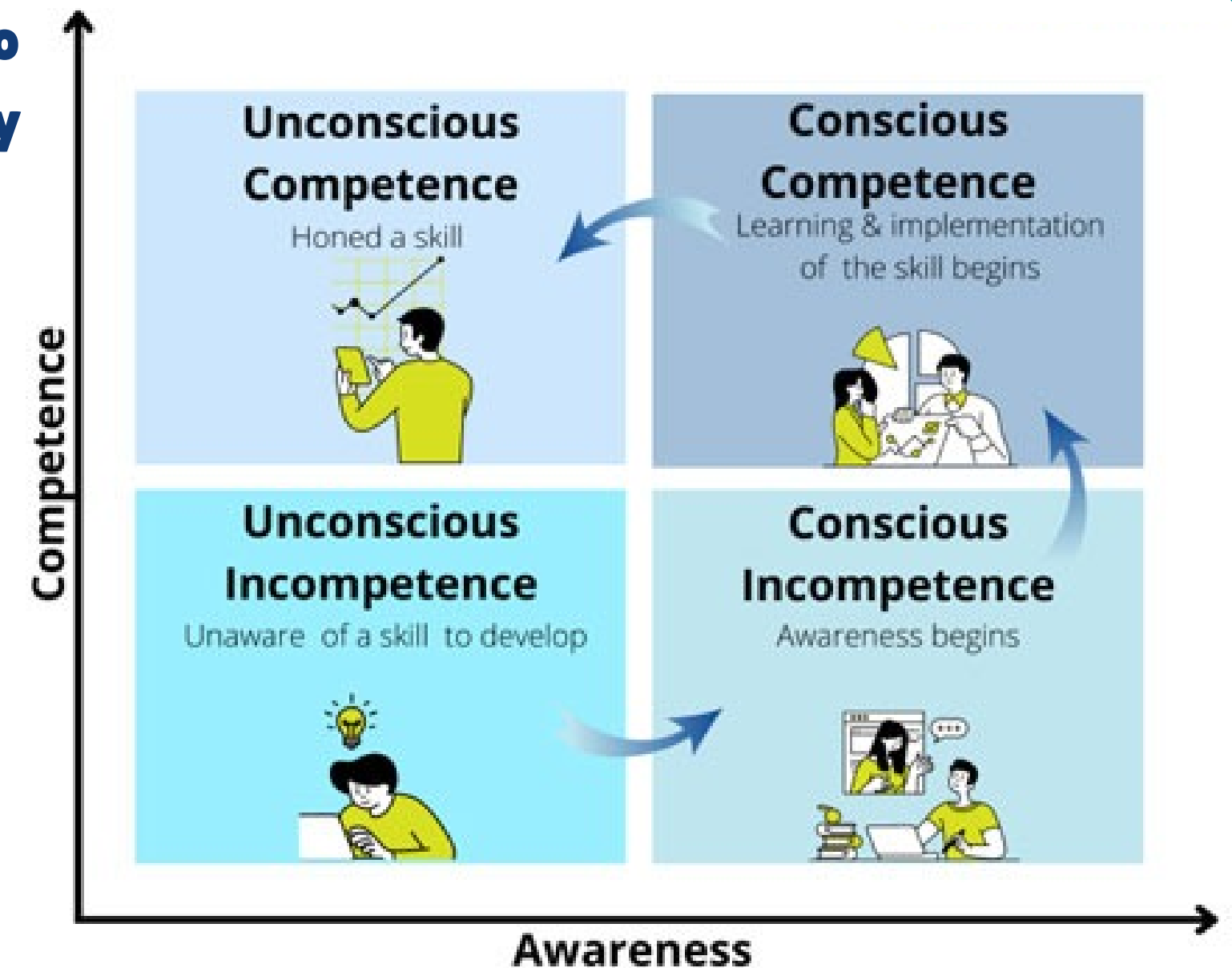
"I want to increase sales to generate more revenue and for my company to be recognized as a leader in organic products."

04

REFLECT ON OURSELVES

We always have competencies and skills, but we're not always aware of them, what they are, or where we need to improve. Therefore, it's important to keep the competency cycle in mind:

- **Unconscious Incompetence:** We don't know that we don't know something (we make mistakes without realizing it)
- **Conscious Incompetence:** We know we don't know something (we want to improve)
- **Conscious Competence:** We know that we know something (we are learning)
- **Unconscious Competence:** We don't know that we know (We do it automatically)



04

A practical example:

A small company that makes biodegradable packaging implements new software to measure its carbon footprint:

Unconscious Incompetence: Employees don't know the software exists or that it can be useful.

Conscious Incompetence: They discover that they don't know how to use it, but they recognize its importance.

Conscious Competence: They learn to use it, but they need a lot of time and attention.

Unconscious Competence: They handle it automatically and efficiently, integrating it into their daily work.



05

HAVE CONFIDENCE IN OUR ABILITIES

All of these tools are useful in helping us better understand ourselves and what we want and where we're going. They're tools, and as such, we can use them whenever and however we want. But in the end, the only person who truly knows who you are... is you.

Trust yourself!

And you'll find the space for your green entrepreneurship idea. We hope the next chapters of this course can help you achieve it.



Your turn

Think about your ideas, your work, what you'd like to achieve. What motivates you to work on it? What have you learned from doing it?

Try applying these concepts to yourself. Take a piece of paper and write down your IKIGAI, your SMART goals, your intrinsic and extrinsic motivation...
