



Entrepreneurial skills matrix

The Supporting Entrepreneurial Skills Matrix (SESM) shows the personal capacity (knowledge, skills, aptitude, and motivation) required to start, develop and run a small business.

Within this wider framework teaching materials have been developed (the Materials for Enterprise Learning and Teaching matrix (MELT)) which focus upon developing entrepreneurial skills for business start up. The MELT is shown as the blue areas of the matrix and you can access the materials **by clicking on the links**.

	Motivation 1	Abilities & Skills Development 2	Ideas 3	Resources 4	Strategy 5	Planning & Operations 6
A. Idea	Triggers to start-up	Idea generation	Gap in the market	Resources	Emerging strategy development	Idea generation techniques
B. Proven Idea	Drivers	Self knowledge	Feasibility study	Market information	Market segmentation	Techniques
C. Planning & Development	Personal motivation	Planning skills	Market analysis	Professional expectations	Strategy development	Business plan
D. Ready to Start-Up	Personal needs	Negotiation	Communication strategy	Utilising Professional resources	Entrepreneurial Marketing	Practicalities
E. Business Growth	Personal needs & business needs	Management skills	Market analysis	Team building	Strategic growth	5 year business planning
F. Maturity	Needs development	Management skills	Market analysis - development	Staffing	Strategy - diversification	Benchmarking
G. Exit Strategy	Personal needs	Management skills & communication skills	Exit options	External - network	Exit options	Exit options

The materials presented above support an approach in which enterprise is embedded within existing modules. They have been designed to create generic enterprise teaching input that can be tailored to specific subject areas and/or further developed by following each row, or column to create a full module.