

# Enterprise Certificate

Surrey Centre for Excellence in Professional Training and Education

## Introduction

The Enterprise Certificate aims to provide university recognition for informal learning and personal development gained when students engage in activities that require them to be enterprising.

This Guide introduces the Certificate, explains the requirements and the procedures for making your informal learning explicit to yourself and to others. **The skills you develop and gain recognition for can be incorporated into your CV and you can include the learning and development you gain in a portfolio for the Lifewide Learning Award [www.surreylifewideaward.net](http://www.surreylifewideaward.net)**

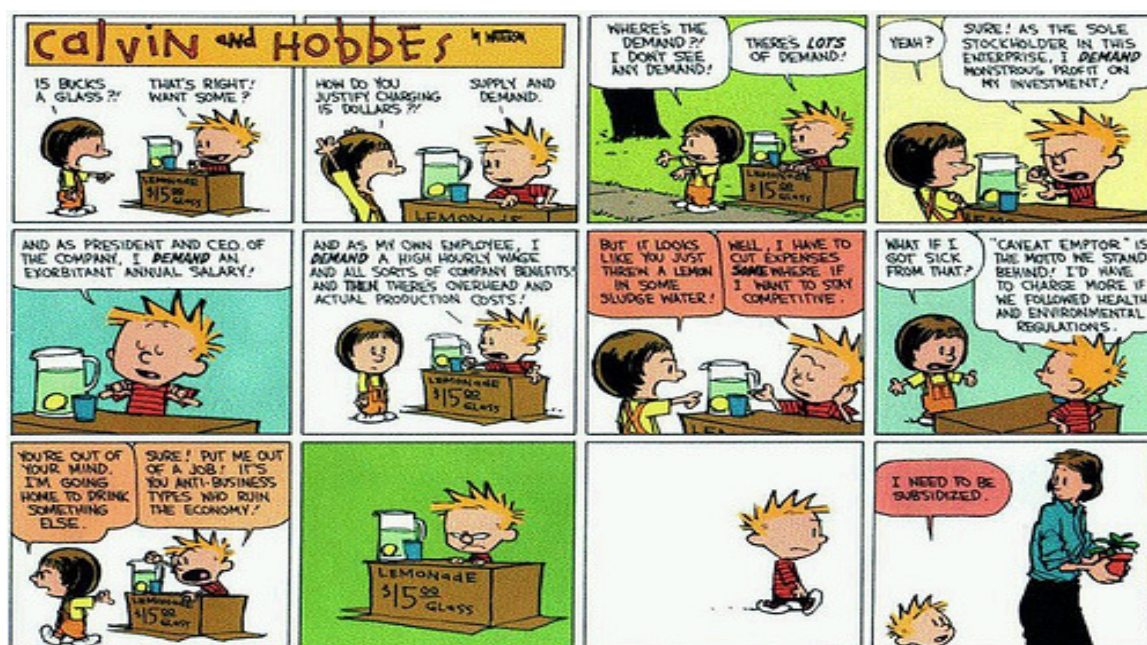
## Capability for being enterprising

You can be enterprising in any aspect of your life but in some aspects there is more scope. Engaging in education is one of our most important enterprises because it enables us to develop the agency and capability to make the most of the opportunities that are available to us and to create new opportunities for ourselves and others. *Being enterprising* connotes willingness to approach and engage with an undertaking, a problem, a challenge or an opportunity in a particular way and having the capability to do so in an imaginative, creative and resourceful way. While the outcome may not be successful the attempt itself may create new knowledge and capability from which later success or new opportunities can be grown.

This capability has been defined as the ability to:

- handle uncertainty and respond positively to change.
- create new ideas and new ways of doing things.
- make reasonable reward/risk assessments and act upon them in a variety of contexts.

Graduates are increasingly being asked to show how they have been enterprising in order to be taken on by employers, and if your aspirations are to run your own business then enterprise will underpin everything you do. More broadly, to be successful in other aspects of our lives we need to develop the habits of thinking and ways of knowing, the capabilities and the will and other dispositions to engage with life in all its manifestations, in an enterprising and resourceful way.



## Some dimensions of enterprise capability

Being enterprising does not only mean that you are interested in making money or setting up your own business. Enterprising people find or generate their own opportunities, often without being aware that this is what they are doing. In part-time work they may find themselves persuading their manager to take a new approach to solving a business problem. As a member of a club, society or community organisation they will be the person who comes up with new ideas, persuades other members to work with them and drives those ideas through to successful conclusions.

Being enterprising means that:

- you like to influence and shape the world around you
- you stick at things and don't give up easily
- you are flexible - willing to do things in a different way
- you think of new and unusual ideas and persuade people that they are worth acting on
- you have the drive, determination and perseverance to turn your ideas into reality
- you know what you want and are you willing to work hard and go for it
- you can spot an opportunity and make the most of it
- you do things without having to be told to
- you see the positive side of any situation
- and you believe in yourself and your ability to achieve.

## Opportunities for being enterprising

When you look across your lives you will probably be able to identify many areas in which you have used or are able to use these ways of thinking and behaving, in other words you are already being enterprising. But there are like to be particular areas of your life in which you are able to be more enterprising. For example, you may have a part-time job or work as a volunteer and the sorts of challenges you encounter may require you to do some of the things outlined above. You might also from time to time organise an event, which might be just a night out with friends or a party or something for a club or a society. You might be a student course representative or be involved in a sports club or another USSU Society. You might raise money for a holiday or a worthy cause. You may go backpacking around Europe and be required to make up what you do as you go along being resourceful in the process. There are so many different ways in which you can exercise your capability for being enterprising and the Enterprise Certificate offers you the opportunity for gaining public recognition for the informal learning and personal development you are gaining through these activities and experiences.

## Certificate requirements

To join the programme you will be making a commitment through a learning agreement to evaluate and make explicit the learning, personal and professional development you gain through a minimum of 100 hours of activities and experiences that involve you in being enterprising. This may sound a lot but we anticipate that you will create a portfolio of experiences over a period of time – for example 6 months. There is no upper limit to the amount of experience you can include.

In order to receive University recognition for your learning and personal development, you will need to document your experiences and your evaluation of the learning and personal development you have gained in a **Reflective Diary (hand written or word document) or online Blog**.

Four techniques are used to help you understand, evaluate and reveal your learning and personal development.

- 1) Completion of a skills and experiences self-evaluation questionnaire and personal development plan
- 2) Reading using the on-line resources provided to help you appreciate the nature of informal learning (in contrast to learning in an educational environment)
- 3) Construction of an ongoing reflective diary or blog to record and make sense of your experiences and the learning and personal development you are gaining from them

- 4) Production of a reflective account – to connect, synthesise and integrate the learning you have gained from your experience.

You may include other methods of recording your experiences and demonstrating your learning such as digital images or audio or video recordings for example. **The Certificate encourages you to focus on key aspects of personal development that are generic to all informal learning situations. These are incorporated into a capability statement (page 4). The Certificate also recognises more specific skills and dispositions that are a necessary part of your enterprising activities.**

## **1 Skills and experiences questionnaire & enterprising life map and personal and professional development plan**

At the start of your engagement with the Certificate you will be invited to complete a self-evaluation questionnaire, enterprising life map (Appendix 1) and personal and professional development plan (Appendix 2). This process will help you reflect on and evaluate where you currently utilise your enterprising capability and encourage you to plan for your further development. Your completed enterprise life map, questionnaire and development plan should be attached to your Learning Agreement with the Surrey Centre for Excellence in Professional Training and Education. Once you have completed this questionnaire you can register for the Certificate.

## **2 Reflective diary or blog**

Your reflective diary or blog is the means by which you will:

- Demonstrate the self-reflective habits necessary to be an effective professional
- Reveal how you have managed your personal and professional development
- Document the experiences and specific situations through which you have developed yourself

You can create your reflective diary as a handwritten notebook, a word document or a blog. Hand written diaries are good if you have to work in the field (for example if you are in a place where it is difficult to use a computer or has no internet access) but the material is not so accessible and there is always the chance it might be lost. **We strongly recommend that you make regular (at least weekly) entries to your reflective diary. You will not meet the requirements for the Certificate unless you demonstrate that you have developed the habits of a reflective learner and show how you have practised what you have learnt.**

## **3 Reflective account**

The reflective account (of about 2000 words) provides you with an opportunity to integrate the learning and personal development you have gained through your portfolio of experiences. Your account will draw upon your reflective diary and any other documents, media or artefacts you have used to illustrate and illuminate your personal and professional development process. Further guidance together with example accounts will be provided on the Enterprise Certificate webpage.

## Capability and values statement

The Certificate encourages you to maximise the learning, personal and professional development you gain from your experiences of being enterprising. We are particularly interested in how you develop your capability for dealing with situations and creating new situations in a creative and enterprising way. Because being able to deal with situations is at the heart of everything we do no matter what the context.

The capability and values statement is the same statement that underpins the Surrey Lifewide Learning Award which means that you can utilise the learning gained through the Certificate in a portfolio for the Award.

***The Certificate encourages you to develop and demonstrate your capability for managing and evaluating your own development***

- 1 Managing your own development :in order to be enterprising -** the attitudes, skills and behaviours that motivate and enable you to take responsibility for, plan and engage in experiences that enable you to develop yourself. In successfully completing the Certificate you will have demonstrated that you have:
  - taken responsibility for, thought about, planned for and engaged in your own personal and professional development, taking advantage of the opportunities available to you
  - reflected on and evaluated the learning, personal and professional development you have gained through your work experiences
  - documented your experiences and what you have learnt from them, and gathered and organized evidence of your learning and development in your reflective diary or bog.

***The Certificate emphasises the importance of developing capability to deal with situation, particularly new and challenging situations, in a creative and enterprising way***

- 2 Being able to deal with situations: solve problems work with challenge and take advantage of opportunity in a creative and enterprising way:** your reflections will show how you have worked with challenge and uncertainty, engaged with problems in a range of *work* situations. These stories will reveal how you have understood and analysed a situation, decided what to do, found things out in order to decide what needs to be done, done things and learnt through the experience. In short, how you have made things happen. Your stories will not necessarily reflect success, in some cases stories may reveal how you have had to overcome significant setbacks and demonstrate your resilience in the face of failure.

***The Certificate encourages you to think about these important generic dimensions of capability to deal with situations and make things happen.***

- 3 Being able to develop the knowledge you need to deal with the situation:** to be able to find out what you need to know in order to do what you need to do.
- 4 Being an effective communicator :** to make things happen you need to be an effective communicator, to be able to communicate in ways that are appropriate to the situation, to be able to communicate to different audiences using different media.
- 5 Being able to work with and lead others:** your reflections will reveal how you have worked and developed relationships with other people and taken the initiative in helping others make good decisions and actions.
- 6 Behaving ethically and with social responsibility:** your reflections will provide a vehicle for showing how you have dealt with ethical issues – how you have decided what is right or wrong, considered the values of others which are relevant in your activities, and tried to do the right thing.
- 7 And any other capabilities that you feel you need to be effective in your work role.**

***Through your engagement with the Certificate you will also have the opportunity to demonstrate qualities and dispositions that are important to being an effective professional including:***

- **Your will to be an effective professional and to behave professionally:** what are the hallmarks of being an effective professional?
- **Your values:** your reflections will reveal the values you invest in the enterprises you contribute to and the value you add to the enterprise.
- **Your confidence:** your reflections will reveal how your confidence has developed as a result of encountering and dealing effectively with situations, accomplishing new things and coping with significant challenges

## Self-evaluation of enterprise capability (appendix 1)

In appendix 1 you will find a questionnaire that will help you think about some of the capability that is necessary to be enterprising. Take a few minutes to complete the questionnaire and identify what you perceive as your strengths and weaknesses.

## Your enterprising life map (appendix 1)

Take a few minutes to think about your life and ask yourself the question, *what are the main areas in my life where I have my everyday experiences through which I am able to be enterprising*. Typically people recognise between about 4 and 7 distinct areas in their life, although the boundaries between different areas may be a bit blurred. In each area there are imperatives and opportunities for being enterprising. Using the Enterprise life map (Appendix 1) label and make notes in each box to show the sorts of activities/experiences you are involved in, which necessitate or encourage you to be enterprising.

## Your personal and professional development plan (appendix 1)

Creating a plan helps you organise your thinking about your own development and how you might access and integrate the opportunities available to you. The **Personal Development Planning Framework** (below) identifies the full range of capability that are being developed through the Certificate, with particular emphasis on **dealing with situations in a creative and enterprising way**. The other elements of the capability and values statement are however likely to be present in any situation that you deal with in this way and you will also recognise that they are important elements of capability for performing in an enterprising way.

### Personal & Professional Development Planning Framework

Aspect of Enterprise Capability	Current activities/experiences in my work through which I can develop and demonstrate my capability	Additional activities I could undertake in my workplace to develop and demonstrate my capability
Managing your own development :in order to be enterprising		
Being able to deal with and create new situations, solve problems, work with challenge and take advantage of opportunity in a creative and enterprising way  Includes <ul style="list-style-type: none"> <li>• Being able to find out what you need to know to do what you need to do</li> <li>• Being a good communicator</li> <li>• Being able to work with and lead others</li> <li>• Behaving ethically and with social responsibility</li> <li>• Any specific capability necessary to be enterprising in a particular context</li> </ul>		
Specific areas of enterprise capability development identified through your self-evaluation using the questionnaire (nb these may be integrated with the being able to deal with situations capability)		

## Reflecting on your experiences and what you have learnt

The Enterprise Certificate is given for learning gained and explained. To do this you have to make explicit what you have done, how you have done it and how you have developed through the process. Thinking about these things is called REFLECTION and you make your thoughts explicit by writing about them in your diary entry/blog and personal accounts.

You will use a simple framework for recording your stories of being entrepreneurial. It comprises four bits of information.

**1 situation** – describe your context for being enterprising and why you came to see the opportunity (ideas, opportunity, challenge, problem) and your motives.

**2 action** – What did you do to try to turn your ideas into reality? And why did you do it? Examples:

- inventing something or a new or adding value to something that already exists
- organizing and managing new solutions to problems
- selling /pitching your ideas: persuading others of their value
- identifying market opportunities
- selling goods or services – persuading others to buy
- identifying and securing the financial capital resources needed
- building a team / working with us to deliver the enterprise
- willingness to assume personal economic risk
- determination, perseverance to make something work
- and many other things

**3 results** – what happened and what did you achieve and why?

**4 insight** – what do you now know that you didn't know before? And what would you do differently next time?

**5 attitudes and capabilities** – from this analysis you will develop a deeper understanding of the attitudes and capabilities required to be an effective and successful entrepreneur.

### Nature of reflection

In writing about your personal experiences, reflecting on what happened and how you felt, it is important to think critically and try to analyse and evaluate reasoning, actions, feelings, responses and emotions in a way that helps you to benefit and grow from the experience. All too often when writing about life experiences we tend towards describing the situation or to describing the situation and how we felt about it, without analysing the processes taking place and reflecting on why we feel the way we do. Here are some examples of different levels of reflection:

In order to make our perceptions of learning explicit we have to:

- Be aware of what we are doing and if possible record (usually in words but photos, videos are also suitable) the incidents and stories that illuminate different aspects of the experience and what you have learnt.
- After the event, think about the particular situation to reflect on it and make better sense of what happened recording what you have learnt in your portfolio

**Purely descriptive.** “I went to a meeting today which was complete garbage, there was really no point in my going, what a waste of time, I should have gone to the pub instead.”

**Descriptive with some feelings about the occasion.** “I went to a meeting today and found it very exasperating to say the least. My team have not made any decisions about job changes and I am really stressed as we have to give a presentation soon. I had some ideas which I really tried to put across but they just kept interrupting,

going on about how well the Test Match is going. I just got fed up in the end there was really no point in my being there, what a waste of time, I should have gone to the pub instead.”

**Stepping back and reflecting on the dialogue.** “I found the total lack of any attempt at decision making by the team totally exasperating. I guess because I am a little fixated about deadlines it concerns me more than it does others that we are rapidly running out of time before we have to present our findings. I had come up with a great idea to get us moving forward then failed to make myself heard over the two or three loud members of the team that can be quite intimidating when they are together. I am actually a bit shy and had I not been so stressed about the approaching deadline I probably would not have even said anything at all.”

**Learning from the event through critical reflection.** “ Because meeting deadlines is important to me I found today’s team meeting banter exasperating. I was also very annoyed with myself for not being more assertive in putting forward my ideas which I am sure would have progressed our decision making. With such a self-assured group it takes a lot of effort for someone like me who is much less self-assured to get my point across, and my natural inclination in such circumstances is to withdraw into the background and let them get on with it. Having sat and thought about it I think my strategy will be to email each member of the team and suggest that at the next meeting we go around the table and get ideas from each person before we start discussing options and those with the loudest voices take over.”

### **Perhaps you can think of another strategy for dealing with this situation?**

An employer who read this story said I would have responded differently, ‘I would circulate some thoughts before hand and go into the meeting being prepared to hold my own after preparing well for the discussion.’

Sometimes sharing your possible solutions to a situation with someone else will help you develop another perspective on the situation and help you make a decision about what to do.

### **These simple prompts may help you reflect on any situation.**

- What was the situation and what is significant about it?
- How did you respond to the situation and why did you decide to respond in this way?
- What happened and why?
- What did you learn from the experience?
- What might I have done differently?
- Have you shared the situation with someone else to gain other perspectives and possible ways of dealing with it? If you did, what did they think?

After thinking about the situation and your response in this way, and recording your thinking about your informal learning you will have become more aware of your learning and made your learning visible to yourself and others. This enhanced self awareness of your own abilities and the way you deal with situations is valuable personal knowledge for your enhanced CV and for discussions with future employers. Its also valuable knowledge for encouraging you to try something different next time you encounter a similar situation.

## **Registration procedures**

When you have read and familiarised yourself with the guidance:

**1 Complete the Registration Form** (Appendix 1). You will find a word version of this Form at: <http://www.surreylifewideaward.net/content/certificates>

**2** Send your completed registration form to [sceptre@surrey.ac.uk](mailto:sceptre@surrey.ac.uk). **Mark your email ‘Enterprise Certificate Registration’.**

## Procedure for submission and review of your evidence of learning and personal development

When you created a portfolio that embraces at least 100 hours of experiences through which you can demonstrate your enterprise capability, your **reflective diary** and your **reflective account** you can submit them to the scheme organiser for assessment.

The reflective account needs to be submitted as a word document.

Your reflective diary can be submitted either as:

- 1) a word document
- 2) a hard copy handwritten diary or scrapbook
- 3) or you can provide access to an online blog

After scrutiny by the scheme organisers the following judgements will be made.

**Pass** sufficient evidence to demonstrate capability development

**Fail** insufficient evidence to demonstrate capability development

In the event of a fail decision feedback will be given on how to improve the submission.

### Further information

If you have any questions about the Certificate please visit the '**Enterprise Certificate**' webpage at: [www.surreylifewideaward.net](http://www.surreylifewideaward.net) or contact : Professor Norman Jackson [norman.jackson@surrey.ac.uk](mailto:norman.jackson@surrey.ac.uk). You will find podcasts which provide more information about the scheme on the same webpage.

**EnterpriseCertificate**  
*Surrey Centre for Excellence in Professional Training and Education*

**REGISTRATION FORM**

You need to complete this Form to register for the Certificate.

For the purposes of research into the effectiveness of this way of learning, the results from lots of questionnaires may be aggregated anonymously into a report. No individual will be identified in this report.

**Name**  
**Email address**  
**Mobile**  
**Department**  
**Course/Subject**

- 1) **Why do you want to participate in the Certificate?**
  
- 2) **What does being enterprising mean to you?**
  
- 3) **Use the self-evaluation questionnaire (page 10) to help you reflect on your own capability.**
  
- 4) **Reflect on the recent past and present (last months) and complete the enterprising life map (pg 12) showing where in your life you have had opportunities or necessities that encourage you to be enterprising with examples of what you have done that is enterprising**
  
- 5) **Thinking about the present and the future (eg now and next 6 months) create a personal development plan (page 13) showing what you can do to develop, use and demonstrate your enterprise capability.**

## Enterprise Capability Questionnaire

The purpose of this questionnaire, which was developed by Dugold Ferguson, is threefold:

- To raise your awareness of the capability that is involved in being enterprising
- To help you be more aware of how you are developing these capabilities when you are involved in self-directed activity
- To help you plan further development of these capabilities through the activities you choose to undertake

**How good do you think you are at...? 0= no good 5 =excellent**

	0	1	2	3	4	5
1. Organising yourself to get a range of different things done?						
2. Getting things done without having to be told?						
3. Doing things in new ways?						
4. Deciding whether a risk is worth taking when it comes to doing new things?						
5. Finding ways of coping with change?						
6. Making decisions about all sorts of things, especially important things?						
7. Taking the lead in a situation when someone has to?						
8. Presenting yourself well in lots of different situations?						
9. Taking other peoples' ideas into account when you are doing things?						
10. Showing respect for evidence rather than just relying on your own likes and dislikes?						
11. Accepting that sometimes you just can't change things?						
12. Trying hard to do well at the things you do?						
13. Being able to make changes when they are needed to achieve success in what you are doing?						
14. Learning from failure (rather than just giving up)?						
15. Being determined to do things that you think need to be done?						
16. Trying different ways of doing things?						
17. Coming up with new or interesting ideas of things to do?						
18. Solving problems without special help or equipment?						
19. Do you believe that you can try to do any of the things you want to do						
20. Not always needing other people around or to help you?						

### How the questions relate to enterprise capability

Please add up your scores and compare with the maximum scores

WORKING KNOWLEDGE	Your score	Max score
Organisation 1, 8, 18, 19, 20		20
Innovation 3, 13, 16, 17, 19, 20		30
Risk taking 3, 4, 11, 14, 17, 18		30
Change 3, 5, 11, 13, 16, 17, 18		35
<b>Total</b>		<b>115</b>

SKILLS	Your score	Max score
Decision-making 2, 3, 4, 6, 13, 19, 20		35
Personal organisation 1, 8, 18		15
Leadership 6, 7, 10, 11, 15, 17, 20		35
Risk management 3, 4, 11, 17, 18, 19		30
Presentational 8, 19		10
<b>Total</b>		<b>125</b>

<b>ATTITUDES</b>	<b>Your score</b>	<b>Max score</b>
Self-reliance 3, 6, 7, 13, 15, 19		30
Open-mindedness 3, 5, 10, 13, 18		30
Respect for evidence 6, 7, 10		15
Pragmatism 4, 5, 8, 10, 11, 13, 18		35
Commitment to making a difference 5, 7, 11, 13, 17		25
<b>Total</b>		<b>135</b>

<b>QUALITIES</b>	<b>Your score</b>	<b>Max score</b>
Adaptability 5, 6, 9, 10, 13, 17, 18, 20		40
Perseverance 5, 11, 12, 16, 18, 20		30
Determination 5, 6, 11, 12, 16, 18		30
Flexibility 4, 9, 11, 13, 16, 18		30
Creativity 3, 13, 15, 17, 18		25
Improvisation 11, 13, 15, 17, 18		25
Confidence 5, 6, 10, 14, 16, 19		30
Initiative 3, 6, 14, 17, 18		25
Self-confidence 5, 6, 14, 17, 19		25
Autonomy 6, 13, 20		15
Action-orientation 7, 14, 18		15
<b>Total</b>		<b>290</b>

## **BEHAVIOURS ASSOCIATED WITH BEING ENTERPRISING**

How to organise  
 Doing things in new ways  
 How to decide if a risk is worth taking  
 Finding ways of coping with change  
 Prepared to make decisions  
 Taking the lead when needed  
 Organising self to achieve what needs to be done  
 Able to present yourself well in a variety of situations  
 Self-reliance to get things done  
 Be prepared to consider the ideas of others  
 Respect for evidence rather than going on prejudice  
 Accepting that some things can't be changed  
 Commitment to making a difference in your work  
 Being able to make changes needed by situations  
 Learn from failure to get what you want  
 Being determined to do what you think/know needs to be done  
 Being prepared to try different ways of doing things  
 Being able to think of interesting or different ideas  
 Making do with what you have to solve problems  
 Believing in yourself  
 Don't wait for someone to tell you to do what you see needs to be done  
 Independence – not always needing other people  
 Initiative - Being prepared to get on and do things



## My Personal Development Plan: The Present & Future

Please show how you intend to develop the capabilities that are promoted through the Certificate

Aspect of Enterprise Capability	Current activities/experiences in my work through which I can develop and demonstrate my capability	Additional activities I could undertake in my workplace to develop and demonstrate my capability
<b>Managing your own development :in order to be enterprising</b>		
<b>Being able to deal with and create new situations, solve problems, work with challenge and take advantage of opportunity in a creative and enterprising way</b>  <b>Includes</b> <ul style="list-style-type: none"> <li>• Being able to find out what you need to know to do what you need to do</li> <li>• Being a good communicator</li> <li>• Being able to work with and lead others</li> <li>• Behaving ethically and with social responsibility</li> <li>• <i>Any specific capability necessary to be enterprising in a particular context</i></li> </ul>		
<b>Specific areas of enterprise capability development identified through your self-evaluation using the questionnaire</b> (nb these may be integrated with the being able to deal with situations capability)		

### REGISTRATION

Please register me for the Enterprise Certificate

Name .....

Date .....

My intention is to complete the Certificate by DATE.....

Send your completed questionnaire to [sceptre@surrey.ac.uk](mailto:sceptre@surrey.ac.uk) put 'Enterprise Certificate Registration' in the subject header