

# Entrepreneur Certificate

## Surrey Centre for Excellence in Professional Training and Education & Research and Enterprise Support

### Introduction

The Entrepreneur Certificate aims to provide university recognition for informal learning and personal development gained when students create a business idea and turn the idea into reality by starting, running and growing a business or social enterprise by themselves or in partnership with others.

The pilot project is being used to trial and evaluate the procedures and supporting guidance. We are looking for up to 10 students who are in the process of creating a business or social enterprise or who have already set up a business or social enterprise. This Guide introduces the scheme, explains the requirements and the procedures for making your informal learning explicit to yourself and to others.

**The skills and capability you develop and gain recognition for can be incorporated into your CV and you can use the learning and development gained as part of a portfolio for a Lifewide Learning Award**

[www.surreylifewideaward.net](http://www.surreylifewideaward.net)

### Requirements

To join the programme you will have to be able to demonstrate that you are starting and running a business or social enterprise, or you are developing and growing an existing business or social enterprise. You will need to provide evidence of:

- Registering a business with Companies House
- Planning your enterprise
- Implementing your plans and demonstrating active trading (eg through customers, sales and revenue)

To gain recognition for your learning 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 entrepreneurial effort. 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) On-line resources to help you appreciate the nature of learning through entrepreneurial activities
- 3) Your 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) Summary reflective account – to connect, synthesise and integrate the learning you have gained from your experiences.

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 work situations including being an entrepreneur and which are important to being an effective professional in any field. These are incorporated into a capability statement (page 3). The Certificate also recognises more specific skills that are a necessary part of your capability to fulfil an entrepreneurial role.**

## **1 Skills and experiences and enterprise capability questionnaires & personal and professional development plan**

At the start of your engagement with the Certificate you will be invited to complete a self-evaluation questionnaire and personal and professional development plan (Appendix 1). This will help you reflect on and evaluate your existing knowledge, skills and qualities, and encourage you to plan for your further development. Your completed 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 Pitching your business - planning and thinking underlying the plan**

When you have submitted your registration form you will be invited to pitch your ideas for your business and share your business plan with the University's Entrepreneur in Residence. This will provide evidence of your business and your intentions.

## **3 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.**

## **4 Developing your knowledge and understanding of the entrepreneurial role**

We have provided a number of articles and video clips aimed at deepening your knowledge and understanding of how and what people learn through entrepreneurial activities – where learning is a bi-product of the activity not the aim of it. You can access these from the **Entrepreneur Certificate webpage**. These readings will help you make more sense of how, what and when you are learning in the work environment.

<http://www.surreylifewideaward.net/content/entrepreneur-certificate>

## **5 Reflective account**

The reflective account (about 2000-2500 words) provides you with an opportunity to integrate the learning and personal development you have gained through your entrepreneurial activity. 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. **Appendix 2 provides further guidance on the structure and content of the account. Please use this form to prepare your account.**

## 6 Business presentation

The final stage in the process involves you giving a short presentation about your business and what you have learnt to the Entrepreneur in Residence.

### Capability and values statement

The Entrepreneurship Certificate encourages you to maximise the learning, personal and professional development you gain from your entrepreneurial experiences by encouraging you to develop, practices and recognise the capability you need to be an effective entrepreneur. Your capability is simply **everything you bring to a situation that enables you to think, interact and perform effectively**. For this reason we are interested in how you develop your capability for dealing with situations and creating new situations in the entrepreneurial work you are engaging in. The capability statement identifies the areas of development that you need to be aware of while you are engaged in your entrepreneurial work. In addition you will add any other capability that you believe is necessary to accomplish your goals.

***The Certificate encourages you to develop and demonstrate your capability for managing and evaluating your own development for your role in the workplace.***

- 1 Managing your own development in order to create and develop a business:** 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 situations (particularly new and challenging situations).***

- 2 Being able to deal with situations: solve problems work with challenge and take advantage of opportunity:** your reflections will show how you have worked with challenge and uncertainty, engaged with problems in a range of situations relating to your entrepreneurial work. 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 creative and enterprising:** you need to be creative, enterprising and resourceful to invent new solutions, adapt to changing circumstances in novel ways and create new opportunities for yourself.
- 5 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.
- 6 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.
- 7 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.
- 8 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 entrepreneur including:**

- **Your will to be an effective entrepreneur:** what are the hallmarks of being an effective entrepreneur?
- **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

## Your personal and professional development plan

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 key areas of capability that are being developed through the award, the opportunities that already exist in your life for practising and developing further these capabilities and encourages you to highlight additional areas for personal development that you identify for yourself.

### Personal & Professional Development Planning Framework

Aspect of Capability	Things I do in my entrepreneurial activities/ experiences that relate to the capability statement	Additional activities I intend to undertake which will help me demonstrate my capability
Managing my own development in order to create and develop a business		
<p>Being able to deal with situations, solve problems, work with challenge and take advantage of opportunity from the perspective of my business</p> <p>Includes:</p> <p>Being able to find out what you need to know to do what you need to do            Being creative and enterprising            Being an effective communicator            Being able to work with and lead others            Behaving ethically and with social responsibility  <i>Other areas for personal development which are important to dealing with and creating situations</i></p>		

## Reflecting on your experiences and what you have learnt

The Entrepreneur 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 entrepreneurial 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:

**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 on the Entrepreneurship Certificate webpage. <http://www.surreylifewideaward.net/content/entrepreneur-certificate>
- 2 Send your completed registration form to [sceptre@surrey.ac.uk](mailto:sceptre@surrey.ac.uk). **Mark your email 'Entrepreneur Certificate'**.

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

When you have completed 100 hours of activities relating to being entrepreneurial, your **reflective diary** and your **reflective summary account** you can submit them to the scheme organiser for review. 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 and the final presentation to the entrepreneur in residence the following judgements will be made.

- |             |   |
|-------------|---|
| <b>Pass</b> | sufficient evidence to demonstrate capability development   |
| <b>Fail</b> | 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

Visit the **Certificate'** webpage at: [www.surreylifewideaward.net](http://www.surreylifewideaward.net) or contact : Nigel Biggs  
nigel@passionateinnovation.com

## Entrepreneur Certificate

# REGISTRATION FORM

You need to complete this questionnaire, personal development plan and learning agreement in order 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 Information about your entrepreneurial context

	Comments
a) How long have you been involved in entrepreneurial activity?	
b) What sort of entrepreneurial activity have you undertaken?	
c) Are you currently engaged in entrepreneurial activity? If so, what is the nature of the activity?	
d) Are you planning to extend your current entrepreneurial activity in the near future? If so what are your intentions?	

### 2 How you engage in entrepreneurial activity

	√	Comments
A few hours over several days of the week		
One or more full days within the week		
One or more days at the weekend		
Mainly evening work		
Intensive work during the vacation		
Other (please describe)		

**3 Your reasons for engaging in entrepreneurial activity. Please tick all the boxes that apply.**

	√
To earn some money	
My parents expected me to	
For the experience	
Good for my CV	
Its my interest/passion	
I would like to pursue a career in this area	
To help other people	
Other (please describe)	

**4 Skills and Experiences Questionnaire**

**What are the main experiences and skills you believe you anticipate gaining through setting up or developing your own business?**

√ a box and add comments

Opportunity	No new learning	Some new learning	Much new learning	Comments
Learning about how to set up a business				
Learning how to run and develop a business				
Dealing with challenging situations				
Applying classroom learning				
Gaining valuable work experience				
Developing valuable technical skills				
Financial and accounting skills				
Learning professional behaviours				
Developing communication skills <ul style="list-style-type: none"> <li>• Verbal/oral skills</li> <li>• Listening</li> <li>• Written eg reports/</li> <li>• Design eg posters</li> <li>• Use of media eg photographs/video</li> <li>• Pitching and selling ideas</li> <li>• Other????</li> </ul>				
Develop and using IT skills				
Learning how to work with colleagues or in a team				
Learning how to interact with customers or clients				
Learning how to manage others				
Learning how to manage yourself and your own time				
Learning about business skills and practices.				
Coping with and managing emotions				
Learning how to negotiate with and persuade others				
Clarifying future career goals				
Taking on challenging responsibilities				
Being creative and resourceful to make things happen				
Experience of being enterprising				
Overcoming setbacks				
Self-confidence				
<i>Please add any other aspects of your experience that you have found been valuable to you</i>				
<i>other please specify</i>				

## Q5 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? 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 & ENTREPRENEURIAL**

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



## Entrepreneur Certificate Reflective Account

NAME .....

Date .....

Please use this form to complete your account and send it to the scheme organiser [sceptre@surrey.ac.uk](mailto:sceptre@surrey.ac.uk). The reflective account provides an opportunity for you to bring together the learning you have gained through your work experience. The focus is on things that you have learnt that you believe will be useful to you when you enter your chosen professional field and more generally what you consider to be useful skills that will make you employable or self-employable. We are looking for a coherent account of about 3 sides A4 (about 2000-2500 words, single space Arial 11pt). We do not want a checklist of responses to the questions.

### 1. CONTEXT (about 500 words):

*Description of the work you have undertaken as an entrepreneur*

- What is the nature of the business you have established?
- When was the company registered and what is its name/registration number?
- What was the background to establishing the business?
- What have been the main challenges in starting or developing the business?

Approximate amount of time (hrs) invested in the business over the period of time covered by this account

### 2. PERSONAL AND PROFESSIONAL DEVELOPMENT: (1000-15000 words)

*a) Please complete the skills and experiences checklist (4 below)*

*b) What were the most important things you learnt and developed? Relate your development to the capability statement. Be comprehensive and give examples of specific experiences/situations through which you learnt these things. You can draw directly from your reflective diary/blog.*

#### *Prompts*

**Managing and evaluating my own development in order to create and develop a business**

**Being able to deal with situations, solve problems, work with challenge and take advantage of opportunity in an entrepreneurial way**

Being able to find out what you need to know to do what you need to do

Being creative and enterprising

Being a good communicator

Being able to work with and lead others (including working with clients and customers)

Behaving ethically and with social responsibility

**Other areas** for personal development that are important to my role me, and which are not included in the above

### 3. BEING AN EFFECTIVE ENTRAPENEUR? (about 500 words)

What does it mean to be an effective entrepreneur, and how have your views been shaped by this work experience? Illustrate your account with specific examples of situations where you felt you behaved in an entrepreneurial way or examples when you realize that you were not able to perform in a manner that you now believe was necessary (i.e. learning from experiences that were not successful is as important as learning from situations that are).

## 4. SKILLS & EXPERIENCES CHECKLIST

Please indicate with a ✓ the experiences and skills and personal development you actually gained and add comments to explain. NB This is a standard checklist used in all Lifewide Learning Award Certificates. You should customize the list with the specific skills that you believe you have developed in the other category.

✓ a box and add comments

Opportunity	No new learning	Some new learning	Much new learning	Comments
Learning about how to set up a business				
Learning how to run and develop a business				
Dealing with challenging situations				
Applying classroom learning				
Gaining valuable work experience				
Developing valuable technical skills				
Financial and accounting skills				
Learning professional behaviours				
Developing communication skills <ul style="list-style-type: none"> <li>• Verbal/oral skills</li> <li>• Listening</li> <li>• Written eg reports/</li> <li>• Design eg posters</li> <li>• Use of media eg photographs/video</li> <li>• Pitching and selling ideas</li> <li>• Other????</li> </ul>				
Develop and using IT skills				
Learning how to work with colleagues or in a team				
Learning how to interact with customers or clients				
Learning how to manage others				
Learning how to manage yourself and your own time				
Learning about business skills and practices.				
Coping with and managing emotions				
Learning how to negotiate with and persuade others				
Clarifying future career goals				
Taking on challenging responsibilities				
Being creative and resourceful to make things happen				
Experience of being enterprising				
Overcoming setbacks				
Self-confidence				
<i>Please add any other aspects of your experience that you have found to be valuable to you</i>				
<i>other please specify</i>				

### CHECKLIST FOR SUBMISSION

- 1 Reflective diary or access to blog
- 2 Reflective Account

Please email your reflective account to [sceptre@surrey.ac.uk](mailto:sceptre@surrey.ac.uk). Mark the subject of your email Entrepreneur Certificate