

SKILLS CARDS



How to use
Example

Skills Cards

The Skills Cards help you to determine if you have what it takes to start your own business. To be successful you need not only a good idea, but also the skills to implement it. The Skills Cards describe fourteen skills that are important for entrepreneurs. By scoring your own entrepreneurial skills you know which skills you have and which you need to improve.

Tips for use

You can use the Skills Cards on your own. They can also be used in a group to serve as the basis for a discussion about entrepreneurial skills. The Skills Cards deal with your personality, so it is advised to use the cards in a setting where your trust the people and you can get honest and correct feedback.

Look at the example of FitnessTracker to see how the Skills Cards can be used.

How to use

With the Skills Cards you investigate whether you have a diverse set of skills needed to start and grow a business. Every skill also has a catch, turning the skill into a hindrance when it is pushed too far. Awareness of these pitfalls will help you to use your skills well.

Step 1 - determine your skills

On each card there is a definition of a skill. Give your skills a score on a scale from 1 to 5. On each card is defined what a score of 1 means and what a score of 5 means. Divide the cards into three stacks according to the scores you provide:

- Good (4 and 5): These are skills that you know you have. You can clearly identify yourself with the description on the card.
- Average (2 and 3): These are skills that you possess to a certain extent, however there is still room for improvement.
- Bad (1): Skills that you do not have. You know yourself and you know this is not your strong suit.

Look at the piles, how is the distribution of the cards? Are many in the 'good' pile, or do you have your work cut out for you?

Step 2 - examine each stack.

Examine the skills from the 'good' pile. Investigate whether the pitfalls apply to you. If they do, have a look if and how you can circumvent them. For example, reflecting sufficiently on your actions or asking for feedback from employees or business partners.

Skills that are on the 'average' pile are partly under control. Research how you can become better in these skills. Step out of your comfort zone and see if you can work on this skill independently.

Now look at the 'bad' pile. Can you improve skills from this pile?
Think of following a course to get better in this skill or hiring an
employee who has this skill.

Example FitnessTracker

industry	Digital gadgets
products & services	Sport wearables
size of business	27 employees
revenue	€ 1,720,000
location	Enschede



FitnessTracker, like its name predicts, tracks all matters related to personal fitness. Previously, the company focused on top athletes for whom they developed specialist heart meters. Now FitnessTracker wants to try a new market. The rise of the internet of things (IoT) and the popularity of fitness applications for mobile phones make the consumer market promising. Wearables in particular, such as the watch they have developed, are popular. This is the product that FitnessTracker wants use to enter the consumer market.

FitnessTracker Skills Cards

For the launch of the new FitnessTracker product, a new department is being set up. Two employees from the existing company will lead this department as if it were a stand-alone company. To investigate their entrepreneurial skills, they play with the skills cards. After they made three piles, they discuss the choices that they made that will influence the future department. They appear to have little experience with leadership. Because they are going to hire people to make the software of the sports watch, they decide that they want to see a quick improvement in this skill. To do this they are going to do a course.