



REGIONE AUTONOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA



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MedTOWN



First Session

Entrepreneurship



Sarh Group

صرح العالمية للاستشارات وتدريب
Info@sarhgroups.com +962 7997 36363



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Course Objectives

Introducing the concept of entrepreneurship.

Introducing the characteristics and skills that an entrepreneur must have.

Defining the participants' goals of entrepreneurship.

Defining the participants/community initiative (social entrepreneurship) responsive to gender.

Introducing participants to the tools for designing a gender-responsive community initiative.

Defining the participants goals and the importance of the social initiative responsive to gender.

Introducing participants to the stages of designing a gender-responsive social initiative.



Entrepreneurship

Entrepreneurship

A systematic, joint and disciplined process between both genders in applying creativity and innovation to meet their needs, community needs and market opportunities, and their projects are characterized by creativity and risk taking.



Entrepreneurs connect their creative ideas into a meaningful project

Traits of a successful entrepreneur

High spirit of creativity and innovation.

Skill and qualitative ability to solve problems.

Courage, daring, and the ability to take risks.

High focus.

Will and determination.

Energy and vitality.

Commitment and perseverance to work.

Choose the right time to add more ideas.



Traits of a successful entrepreneur

- Self confidence
- Discipline
- Creative sense
- Have will and determination
- Brave and take risks
- Perseverance
- Tolerance with oneself and others





Entrepreneurship benefits

- **Creativity:** It is one of the most important reasons for the success of the project and is considered its basis, as it is what earns it excellence and paves its way to success. Creativity is based on innovation, creation of new ideas, change and experimentation.
- **New projects:** In turn, they contribute to the development and upgrading of the local economy through the direct gains achieved by the project owner and the indirect gains achieved in the local economy. Therefore, new projects are among the most important axes on which the concept of entrepreneurship depends.
- **Providing job opportunities:** Providing job opportunities and securing livelihoods is one of the direct contributions achieved by entrepreneurship, as it leads to reducing the concerns and burden placed on individuals looking for work.



Factors affecting entrepreneurship

There are a number of factors that led to the emergence of the era of entrepreneurship in the Western environment, including:

- Depicting entrepreneurs as Heroes
- Education
- Economic and demographic factors
- Technological development
- Independent life
- E-Commerce
- The shift towards a service economy



Challenges facing entrepreneurs

There are many difficulties facing entrepreneurship:

- Income instability.
- Risk.
- Long working hours.
- Lower standard of living.
- Suffering from work pressure
- Full responsibility.
- Frustration.



Concept of small businesses

Concept of small businesses

- An economic activity that is independently owned and operated by a man or woman or a number of women or men for the purpose of making profits and producing goods and services useful to society. Small businesses are often individual companies, partnerships, or family companies, in which the element of ownership and management overlaps, and they practice one type of activity.
- Small businesses are classified by a number of criteria, the most important of which are the number of employees, capital, sales volume, value of assets, market share, etc., and for the administrative specialists, the small business in any way is small in terms of the number of employees and is not diversified in production, and it is usually a company of individuals and not a monetary company managed by its owner and operating in a specific market.



What is entrepreneurship?

Entrepreneurship is a process of identifying a specific commercial project, for both genders and provide and organize all the necessary resources for it, while studying the risks that will follow the project to know how to bear them to achieve financial profit.

Entrepreneurship is defined as the process of creating a business or company with the aim of making a profit or satisfying social needs.

In economics, entrepreneurship is the factor that must be combined with land, labour, natural resources, and capital (i.e., factors of production) in order to make a profit.

Entrepreneurship is the pursuit of opportunities that lie beyond the resources we currently have.



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What is entrepreneurship?

An entrepreneur is the person who develops a business model, collects the physical and human capital needed to start a new project, operates it and bears responsibility for its success or failure.

Entrepreneurship is the joint work between the two sexes who see new opportunities in the field of business, invest in these opportunities and take advantage of them, while bearing the risk to realize their dreams and achieve their plans and ideas.

The two sexes work together to go above and beyond, noticing opportunities and using them to his or her advantage.



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Entrepreneur characteristics

03

Management skills

- Human skills
- Intellectual skills
- Technical skills

02

Behavioral characteristics

- Technical skills
- Interactive skills

01

Personal characteristics

- Need for achievement
- Desire for independence
- Self-confidence, future outlook
- Sacrifice and altruism

Skills that an Entrepreneur must have



Skills that an Entrepreneur must have





Entrepreneurship goals

Enhancing the work environment and preparing it to implement entrepreneurship at the level of the start-up company

Support initiatives and encourage employees within the start-up company

Achieving a set of goals within the work environment

Create new projects and management units in the startup company

Use the renewal strategy regularly



Third Day

Session 2

Community

Entrepreneurship

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Taking Initiative

What is the concept of taking initiative?

Having an idea and an action plan to address issues related to gender and society, and turn into short-term and long-term development projects.



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What is the meaning of community entrepreneurship?

- Taking initiative is to be the first to propose or implement an idea. Here, we define social entrepreneurship as the attempt of both sexes to make a difference in society by serving them and satisfying their needs. It is characterized by being simple and uncomplicated, so it does not need many resources or funding sources to be implemented, but rather depends on the activities that young men/women do, depending on their capabilities, skills, and experiences. The point here is that the owners of social entrepreneurship, committed to its concept, do not wait for a source of funding for their idea, for example, but try to implement it with what is available to them, the important thing is to achieve the desired impact in society.



Gender Responsive Social Entrepreneurship:

Social entrepreneurship takes into account the different roles between genders and meets the understanding of the needs of (women and men together) and fair access to both sexes and setting priorities so as to give equality on the basis of gender, with the aim of spreading awareness of the importance of adopting the concept and seeks to empower women and develop their conditions in all fields, reduce the gaps between men and women and eliminate gender discrimination and change stereotypes.

It meets the needs of women and marginalized people to provide for their families, and is considered a tool for achieving gender equality.



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Gender Responsive Social Entrepreneurship:

Gender Responsive Social Entrepreneurship

There must be an action plan to define goals and reform programs aimed at raising awareness of the importance of the role of women in all fields. Among its advantages is the opportunity to give special attention to the most marginalized and needy groups of women.



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Social Innovation

A new solution to a social problem that is more effective, efficient, sustainable and equitable compared to existing solutions to meet the practical



Innovation

A new way of understanding or addressing the issue of society within a specific creative gender-responsive framework.

Creating value in new gender-responsive ways

Technology can be brought in during the implementation of the initiative and used in a way that was not previously addressed.

It is better than the existing reality, that is, it is more efficient, effective, sustainable, just and equitable.



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Instruments for designing community initiatives and programs

Socio-ecological model

Logic model

Social action model



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Goals of social entrepreneurship

Activating the role of young men and women in society: the person assumes the responsibility of implementing an idea that can contribute to bringing about change in the existing community, and thus takes an important role in the community.

Increasing and developing the skills and abilities of young men and women in managing their ideas: When you are responsible for implementing the social initiative from beginning to end, this would contribute to increasing and developing their skills, as well as learning a lot from the concept of management.

Adopting new ideas to contribute to the change and development of society: One of the advantages of social initiatives is that it opens the way for many new ideas, and one of these ideas may contribute to a major change in society, and these ideas may even contribute to improving the economy.



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Goals of social entrepreneurship

Encouraging young men and women to think and create through their own ideas: Instead of a person sitting around waiting to be appointed and working under the leadership of different people, the social initiative helps each person to think of implementing their own ideas, without waiting for anyone to tell them what to do.

Provide an opportunity for young men and women to implement their ideas: There are many individuals who have ideas of their own, and through social initiatives, these young men and women can get an opportunity to implement their ideas into reality.



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Importance of social entrepreneurship

The initiator possesses many advantages that help them succeed in their life, including not blaming other people or circumstances, because all actions are characterized by awareness and the ability to leave positive effects.

Social entrepreneurship is of great importance, and the importance of the initiative can be explained as follows:

It contributes to the renaissance of societies, and this is a matter of great demand, as social entrepreneurship contributes to progress in various useful areas, and this has a great role in contributing to competition at one stage with other countries, and at another stage, it can surpass it if initiatives pay more attention to it.

Social entrepreneurship contributes to the interest in various types of science, as the initiating person is always keen to provide reading and research if they want their initiative to have an impact and effectiveness, and this has a positive role in increasing scholars in various fields of life.

Social entrepreneurship contributes to highlighting role models in various fields, because most of the role models or prominent personalities have emerged as a result of the initiatives they presented in their field.



Social entrepreneurship is always a reason for development, as its continuation helps to increase the progress of different sciences, so there is a person who submits an initiative in one field, and another presents an initiative in a second field and each of them develops what they want to keep it going.

Initiatives contribute to eliminating leisure time, reducing crime and reducing unemployment because everyone works and produces together. Initiatives increase the productivity of society, and this is a natural result of progress and development when everyone is working.

Initiatives increase creativity in society, as the level of creative thinking of individuals becomes high. Initiatives also contribute to solving problems, because the initiative for a specific problem exists in an area that helps to solve it quickly, and the more initiatives there are, the fewer the problems.



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How can social entrepreneurship be implemented?

What is the “Social Entrepreneurship Idea” to be accomplished?

This part is determined based on the need that exists in the community, which we seek to satisfy through this initiative.

How can we ensure that the idea of social entrepreneurship fits the need? In this case, you can rely on field research to talk to people and research the market, through three methods:

Opinion polls: a set of questions that are asked to a large group of people to find out their opinions.

Focus Groups: a set of questions are asked, but this time to a specific number of people known in advance.

Individual interviews: talking with a specific individual and finding out the extent of their acceptance or rejection of the idea.



Correct planning for community entrepreneurship?

Setting the desired goal: Social entrepreneurship must work according to a predetermined goal, and therefore you must formulate this goal in a clear and understandable way for everyone.

Determine the implementation steps: When you have finished setting the desired goal, you can then begin to identify the steps that will enable you to turn this goal into reality.

Develop an implementation plan: Once you have laid out the steps, you can begin to formulate an implementation plan and what exactly needs to be done for the initiative to succeed.

Constant review and monitoring of the plan: the greatest plans may fail if they do not keep pace with the actual circumstances, as well as the social initiative needs to review the plan developed for it first, and make adjustments according to the circumstances it is going through.



The importance of being an entrepreneur

All genders should work to highlight the importance of initiative, and instill values in life

When a person takes initiative, they achieve many positive benefits, as they:

Are able to advance their life and improve it.

Seek change even in the darkest and most difficult times, as they are optimistic by nature.

Seek innovation, which pushes them to change their reality in a systematic and thoughtful manner.

Have more opportunities, unlike the person who comes late and does not find any.

Have free will and the ability to bring about the desired change.



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When and Where?

- This part specifies exactly where the initiative should work, and the appropriate time to start and finish the initiative. Answering these parts will lead us to implementing the initiative in the correct manner that satisfies the needs of the community in the place where we will implement the initiative at a specific time.

What is the desired effect?

- Therefore, each initiative determines the desired impact of the initiative and, accordingly, sets a specific goal that it wants to reach to achieve the desired impact.



Implementing Social Entrepreneurship in Reality

There must be a work team in social entrepreneurship in order to succeed in achieving its goals, and as long as most initiatives depend on volunteering, we always need the work team to believe in the idea that it is working on in order for it to succeed.

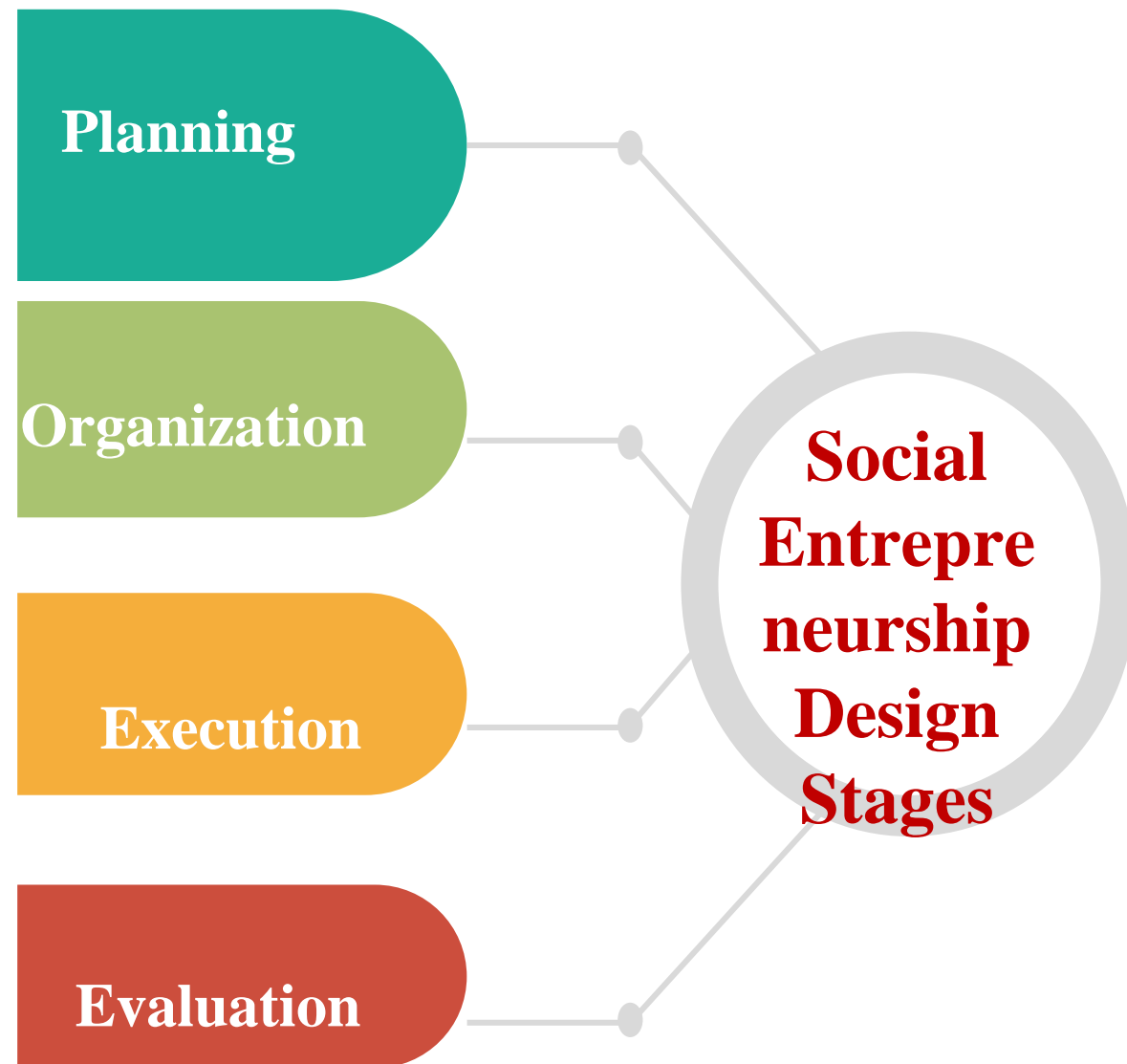
The work team must also possess some qualities in order to succeed in achieving the desired goal, such as “cooperation, persuasion, listening, respect, assistance, and participation.” In order for the team to succeed, there must be good communication between the team members. This good communication will help individuals achieve the tasks required of them.

Of course, this team must have a vision of social entrepreneurship, and distribute tasks to all individuals so that each individual performs the job that suits them in the team.



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Social Entrepreneurship Design Stages

Stage one: planning

Building the logical framework for the project

Business plan design

Stage 2: Organizing human resources

Monitoring and evaluation system design

Designing marketing mechanisms and reports

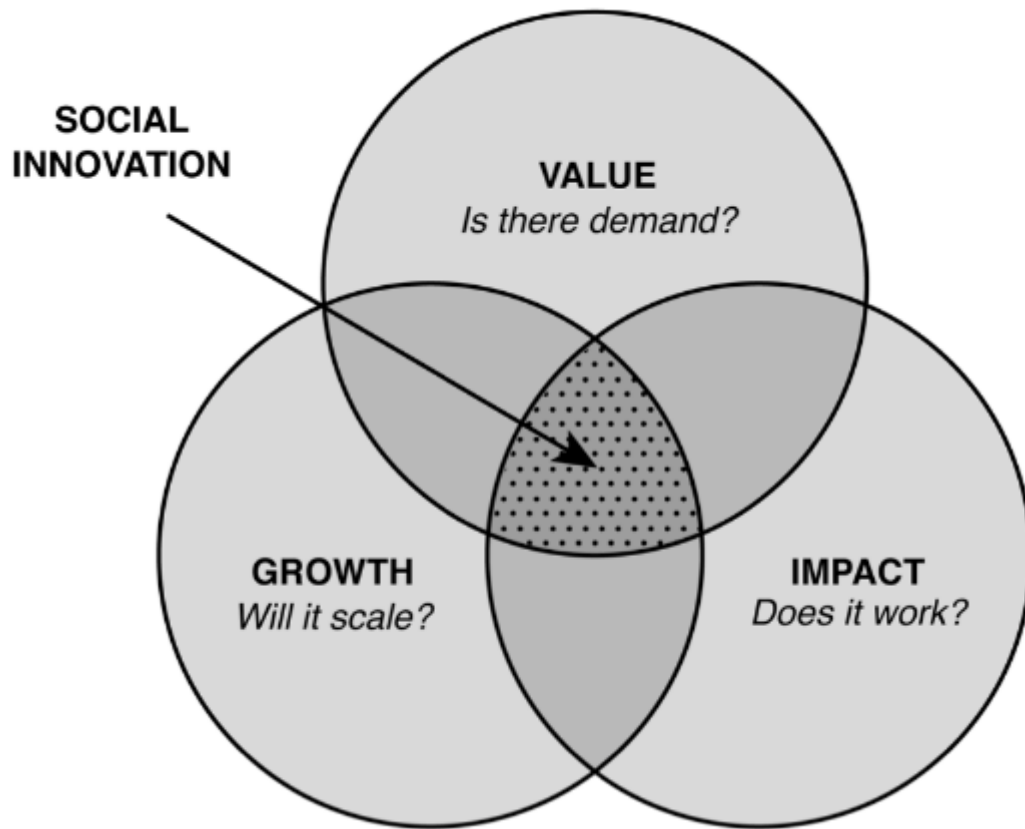
Project budget preparation

Stage 3: Execution

- Project follow up
- Project Marketing
- Entrepreneurship

Stage 4: Evaluation

- Continuous evaluation of the project
- Impact and sustainability assessment



Advantages of the innovative solution social entrepreneurship

New

Better

Has added value



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How do I find a solution to a social problem?

Is this solution new? •

Is it better than the existing •
solution?

Is it directed at society as a whole? •



Characteristics of the social innovation process

1. Centered on humans
2. Full of optimism
3. Creative
4. Geared towards making a difference
5. Repetitive
6. Chaotic and orderly

Thank you



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