

Discovering Your Personal Genius for Entrepreneurship

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Overview of this Training Track

- ▶ **Discovering your Personal Genius** –your characteristics that will help you become a successful entrepreneur
- ▶ **Learn About Resources** available to Veterans with disabilities that you may want to pursue as either:
 - An individual entrepreneur, or
 - An employer of Veterans with disabilities
 - Refer to your personal resource materials in your binder
- ▶ **Develop a Business Owner Profile**-Learn how to use this tool to help you clarify your business goals related to your strengths, interests and limitations
- ▶ **Learn How to Use These Resources** in the business plan you will present at your “final venture pitch”
- ▶ **Brief Overview:** USBLN Disability Supplier Diversity Program SM

Why Should “DisABILITY” matter?


- ▶ **You may be able to access and may decide to use disability-related benefits and resources** (*information, funding, networks, access to employers, assistive technology and others*)
 - *Not as ‘hand-outs or giveaways’-but yours to use as an entrepreneur or as an employer of people with disabilities when and if you are ready*
- ▶ **Living with and beyond a disability can provide strengths and skills that are transferable to entrepreneurship**
 - *What new skills have you had to develop and how could they help you as an entrepreneur?*
- ▶ **Others may view you as a person with a disability although you may not.**
 - *How could that affect you as an entrepreneur? (supplier diversity contracts, veterans’ preferences, others?)*

Who are Entrepreneurs?

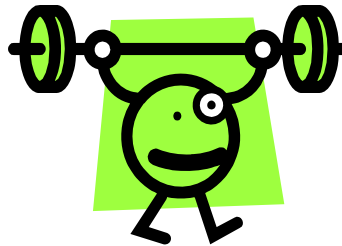
“Entrepreneurs are innovative, opportunity-oriented, resourceful, value-creating change agents”

Dees, Economy, 2001

What is “Discovery”?

- ▶ Discovery=self-assessment-your business is a projection of your qualities as owner
 - ▶ A personal inventory of preferences, skills and needed supports affecting your entrepreneurship goal
 - ▶ An objective evaluation of your ‘entrepreneurial core’ and its effect on business internal operations, finances and external relationships
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Example: Discovery 'Map'



**Life History
Experiences
Dreams**

**Skills
Strengths
Gifts
Supports**

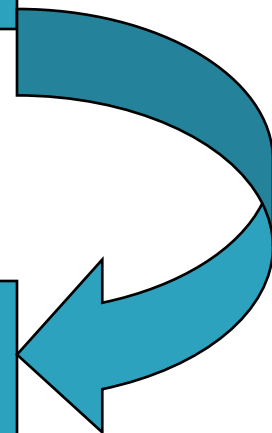
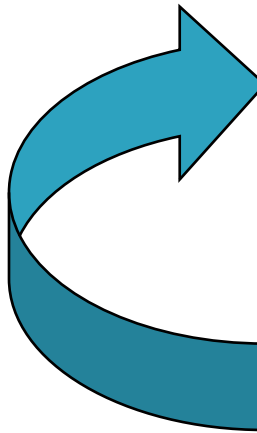
**What Works
What Doesn't**



**Plan Next Steps
Gather Info
Decide**

**Possible Resources for
Business Support &
Accommodations**

**Possible Business
Options**



Example: Entrepreneurship Worksheet

“Transferable Skills”

Griffin-Hammis Associates

These are Skills I Have	How These Skills are Transferable to Entrepreneurship

Example: Entrepreneurship Worksheet “Skills and Needed Supports”

Griffin-Hammis Associates


Needed Skills	I Can Do This and Example	I Need These Supports	Who Can Help and How?
Market Assessment			
Bookkeeping			
Managing Inventory			
Ordering Supplies			
Producing the Product/Service			
Customer Service			
Record Keeping			
Sales			
Marketing & Promotion			
Managing Cash and Checks			

Example: Entrepreneurship Worksheet “Skills and Needed Supports”

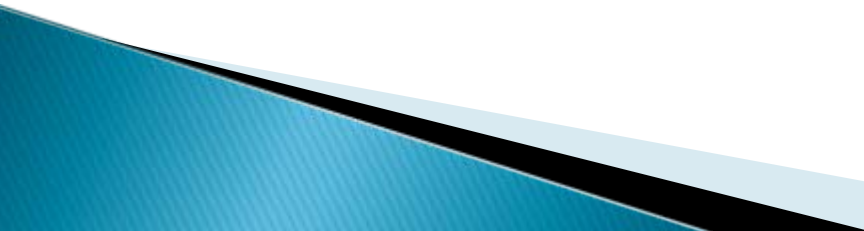
Griffin-Hammis Associates

Needed Skills	I Can Do This	I Need These Supports	Who Can Help
Hiring and Interviewing Staff			
Supervising Staff			
Meeting with Lenders			
Presenting or Public Speaking			
Developing a Website			
Using Software (EXCEL, Quickbooks, etc)			
Establish and Maintain a Work Schedule			
Legal/Contractual			
Accommodating Employees			
OTHER			

Exercise

- ▶ **What is your business idea?**
 - ▶ **List some of your unique skills and strengths that add value to your business.**
 - ▶ **What might get in the way of your success?**
 - ▶ **Who can help you and how they can help?**
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Business Owner Profile

- ▶ **What is it?** A checks and balance tool–does the business you are pursuing meet (still meet)
 - Your reasons for starting it?
 - Your financial expectations?
 - Your skills, support needs?
 - ▶ **Why important?** Helps you clarify:
 - Tasks you can do & need help with (that can be a cost)
 - Short/long term business goals
 - ▶ **When to use it?**
 - In the beginning–as you start your business
 - Ongoing as you operate and grow your business
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Getting Started on Creating a Profile

- ▶ You will begin by creating :
 - Summary of Past Work/Business Experiences
 - Summary of Skills, Abilities, and Strengths
 - Summary of Education/Training
- ▶ Then you will summarize your goals:
 - Business idea (general description of business)
 - Short term business goals
 - Long Term business goals
- ▶ You will look at conditions for success, including:
 - Income requirements
 - Personal requirements
- ▶ Review this evening—you will continue to work on this throughout the week

Recognizing and Addressing Obstacles that can Affect Business Sustainability

Obstacles that affect business success can include:

- Family circumstances
- Day-day impact of disability
- 'Battlemind' stresses
- Change in living situation
- Medication effects
- Change in financial situation



Tools: Identify and use a support team

- Friends and family
- Other Vets with disabilities that have started their own businesses
- Business and financial mentors to provide business-related advice
- Other personal counseling/support

US Business Leadership Network©

Disability Supplier Diversity

Program™

- ▶ Your business can obtain Disability–Owned Business Enterprise Certification and get connected to a nationwide network of corporate and government procurement professionals, disability advocates, and other certified disability–owned businesses.
- ▶ Certified Disability–Owned Business Enterprises are incorporated into the USBLN® Certified Supplier Database, where procurement representatives from major corporations actively seek potential candidate vendors for bidding opportunities.
- ▶ Certified disability–owned businesses are eligible to participate in DSDP matchmaking and educational seminars for certified businesses.

<http://www.usbln.org/programs.html>

Disability as a Source of Strength and Skills: *Aimee Mullins and her 12 pairs of Legs*

- ▶ A record-breaker at the Paralympic Games in 1996, Aimee Mullins has built a career as a model, actor and activist for women, sports and the next generation of prosthetics.



http://www.ted.com/talks/aimee_mullins_prosthetic_aesthetics.html

Entrepreneurship Keys to Success

- ▶ Belief
- ▶ Passion
- ▶ Motivation
- ▶ Skills
- ▶ Resources
- ▶ Plans
- ▶ Support
- ▶ Resilience
- ▶ Creativity

=EQUALS:



...The same characteristics that brought you here today.

Good Luck!

