IDENTIFYING ENTREPRENEURIAL TALENT

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INTRODUCTION – KEY ISSUE

- Youth are not homogenous

- Important to understand the target group you want to reach out to and finally identify talent from – influences the strategy

- Generate a list of potential individuals/organisations/locations where targeted youth are likely to be found
OUTREACH STRATEGIES

- Depend on the targeted youth
- Brochures/Leaflets/Posters
- Mail/Telephone
- Presentations/Personal Visits
- Informational Meetings/Seminars
- Exhibitions/Fairs/Booths/Scholastica
- Radio and TV Appearances
- Newspaper articles
- Bulk SMS
- Facebook/Website/Twitter
DEFINITION OF ENTREPRENEUR

- Entrepreneurship is not a preserve or exclusive property of those born with it BUT can be acquired or developed
- Defined by what an entrepreneur does – it is in the doing
- Many definitions BUT most incorporate the notion that an entrepreneur organises, operates and assumes the risk for a business venture
- Entrepreneurship has to do with behaviours
Distinguish between selection techniques for analysing business plans and techniques for identifying entrepreneurial talent

Techniques for entrepreneurial talent have to do with evaluating the individual – focus

Both techniques are important, complementary and combine for the success of the business

Procedures have to do with identifying those with highest potential to succeed – ROI
IDENTIFYING ENTREPRENEURS

- Important to determine the fit between the program and the youth – avoid dropouts
- Identifying for SME program – usually those in business
- Identifying for entrepreneurship program – can be in business or not in business
- Having a business idea is a plus
- Previous history/experience in related field
TOOLS USED FOR IDENTIFYING AND SELECTING

- Application Form – screening tool. Assesses to some extent, complex behavioural dimensions such as commitment, opportunity seeking and goal setting
- Interviews – gauge the seriousness and determine the nature of financial status
- Tests of general, technical business knowledge – not so useful in predicting entrepreneurial potential
THE EMPRETEC EXPERIENCE

A rigorous 3 stage process

- Application form – screening instrument
- Selection Interview: Two parts
- Business Interview – discusses the business idea, resources availability and overall readiness for entrepreneurship
- Focussed Interview – assessment of the existence of the Personal Entrepreneurial Competences within an individual
- Synthesis of the results of the two
THANK YOU